



John Noble's Digital Journey

Description

Ronnie helps electrical firm on its digital journey

When you're on a trip that takes you into unfamiliar territory it's good to have a reliable and wise guide. For John Noble Electrical that adviser has been Ronnie Skirving of Delta Digital. Alasdair explained: "Ronnie has been brilliant. Since he's not an electrical contractor he has a totally different way of looking at things. He's opened our eyes to new ideas and ways to improve our services.

"Many consultants come in and simply look at ways of increasing hits for your website and increasing the number of calls you receive. However, we want to help our existing customers make the most of other services they may not be using. Ronnie understands that."

For his part, Ronnie brings a great range of experience, a background in technology and a track record of helping businesses of all types and sizes. He said: "When I first approached Alasdair and John, the company's digital profile was confusing for customers.

"They had two websites, one of which wasn't mobile friendly and the other was not providing any enquiries nor was it a true reflection of the business. We built a new website from scratch on a new hosting platform and removed the need for BT and Yell in one go. This reduced costs and increased enquiries.

"No matter the size of the business, when it comes to delivering digital change the approach can make use of a model known as SOSTAC that considers factors such as: "Where are we now? Where do we want to be? How do we get there? What is our plan? Did we get there?"

Ronnie appreciates the opportunities that exist within a firm's customer base. He said: "In this industry, the "Pareto Principle" suggests that 80% of a firm's business comes from 20% of its customers.

“It was interesting to discover that many of John Noble’s customers were not fully aware of what the company could actually do for them. There’s scope now to introduce initiatives like a regular mailshot to customers, making full use of the data that they already have and are moving from one system to another.

“Crucially, I think there’s a real enthusiasm in the team and a willingness to change. Technology can be a dry subject at times. I like to keep things upbeat with real life stories that help describe the benefits of going digital.

“Within any change process, if you have the people on board there’s a greater chance of success.”•

Category

1. Project

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