

YOURCXC

**THEY OFFERED GRANTS.
ENTREPRENEURS STILL WALKED AWAY.**

**WE REBUILT CLARITY AND TRUST—LEADING TO 70% MORE APPLICATIONS AND DOUBLED EVENT
ATTENDANCE.**

Business Type:

Economic Development Group

Location:

UK-based local authority support agency

Client Since:

Early 2025

This group provides grants, events, and advisory support to local entrepreneurs, but was struggling to generate engagement.

CLIENT OVERVIEW

THE CHALLENGE

Despite offering high-value services, participation was low. Entrepreneurs didn't trust the process or feel guided through it.

Key issues:

Unclear language on service pages

Confusing funding application flow

Low visibility of support contacts

No consistent follow-up system

I identified gaps in clarity, empathy, and consistency.

I mapped the journey of a first-time entrepreneur:

Website discovery

Event registration and
application touch-points

Interaction with support teams

Post-engagement follow-up

MY APPROACH

SOLUTIONS IMPLEMENTED

Simple and visual journey map

Rewritten website and service descriptions

Support-oriented funding application redesign

Follow-up communication and empathy training for staff

Workshop attendance doubled

Grant applications increased by 70%

Higher open and response rates from support emails

Improved confidence among entrepreneurs engaging with services

RESULTS [WITHIN 90 DAYS]

CLIENT QUOTE

"We finally understand how it feels to be on the other side. We're now more approachable and clear."

Program Coordinator, Economic Development Group

YOURCXC

**FIX THE EXPERIENCE.
GROW THE REVENUE.**

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