



BAX INTERACTION CAMBRIDGE

ABOUT US



HISTORY

- Bax Interaction is a marketing research, strategy and training consultancy based in Cambridge
- Established in 2005 by Steve Bax to provide organisations with the insight to inform and implement effective marketing and business strategies
- Expanded since 2015 to provide new training, coaching and people development services
- Fiona Bax joined the company as a director in April 2017



OUR SERVICES



WE OFFER

- Qualitative and quantitative research
- Strategy development
- Marketing and research techniques training
- ‘Discovery’ customer journey workshops
- Leadership development coaching
- Leadership traits assessments (in conjunction with Thomas International)



QUALITATIVE AND QUANTITATIVE RESEARCH

- **Qualitative** - We specialise in conducting depth interviews (phone and face to face), focus groups (recruitment and moderation) and analysis
- **Quantitative** - offline and online questionnaire design, hosting, real-time results and analysis



OUR CLIENTS SAID

“We have utilised BAX for a number of projects over the past 2/3 years. On each occasion we have found their quick understanding of our market situation, and the outcomes we are looking for extremely helpful in developing the research.

Carrying out the research has always been done to the required timelines, and most importantly the results have consistently either validated thinking and actions, or informed us better for future tactical and strategy development.”

Paul Newman
UK Education Director
Hollister Ltd



MARKETING TRAINING

- Marketing leadership development
- Strategic marketing
- Introduction to marketing
- Metrics and analytics
- Project management for marketing
- Marketing management
- Change management



RESEARCH TECHNIQUES TRAINING

- Tailored qualitative research training programmes
- Introduction to marketing research
- Moderator training
- Depth interviewing techniques
- Telemarketing objection handling
- Data protection and privacy regulation



OUR CLIENTS SAID

“We were struggling to find a company that could fulfil our fairly niche training requirements, when we happily found Bax Interaction.

After only one phonecall, they were able to put together a comprehensive brief in response to our blended learning program. The timelines were (very) tight as was our budget, but Bax Interaction delivered an exciting, engaging program covering both theory and practical whilst addressing the challenges of qualitative research in our complex, and highly regulated business.

All the participants gave excellent feedback and Steve provided good follow up and management of the program on our behalf. We found Bax Interaction to be capable, professional, pleasant and efficient training providers.”

SPD Development Company Ltd.



STRATEGY DEVELOPMENT

1. Current situation analysis including Discovery workshops
2. Recommendations from marketing research
3. Marketing, digital and internal plan recommendations and advice
4. Training and mentoring support



OUR CLIENTS SAID

“We would like to thank you for helping us put together our marketing development plans recently, especially at a time when we are growing our business and have exciting ideas to pursue.

We particularly found the initial discussions and mapping exercise very useful in collating our thoughts, prioritising and planning the best way ahead. Your business and marketing experience, expertise and practical help was extremely beneficial, as always – and the day was fun and informative! The follow up action plan that you produced will no doubt help keep us focussed and on track to ensure we continue to expand and have a successful outcome.”

Laura Hopson, FCIPD
Director, The HR Specialists



‘DISCOVERY’ CUSTOMER JOURNEY WORKSHOPS

- In-house workshops to help your personnel to document the customer experience from their perspective and to understand where and how your organisation can improve this in the future
- Follow up facilitation sessions to continue the process within the organisation, where more support is needed.



OUR CLIENTS SAID

“Juddmonte Farms used Bax Interaction to explain how to map our clients’ customer journey. The workshop was interesting, fun and delivered good results.

Steve was particularly patient with a group of people who had never done this type of exercise before and quickly grasped some of the terminology of our industry which ensured he could guide us with authority.”

Wendy Johnson Houghton
Head of Marketing
Juddmonte Farms



LEADERSHIP DEVELOPMENT AND COACHING

- Tailored leadership development and coaching for existing and potential leaders
- Thomas International TEIQue (Trait Emotional Intelligence Questionnaire) and HPTI (High Potential Trait Indicator) assessments
- Mentoring marketing leaders



OUR CLIENTS SAID

“Steve has a great balance of knowledge and experience. This gave him incredible insight into my situation... For me the most surprising and impressive side to Steve was the speed at which he worked. He understood me better than I understood myself. This meant that in three sessions, we went from Steve listening to my story to a very pertinent analysis of my situation and on to a plan for change which I've executed with prejudice.”

Company Director



CAMBRIDGE MARKETING COLLEGE

Steve is a Fellow of Cambridge Marketing College, one of the largest marketing study centres in Europe, and delivers the Chartered Institute of Marketing programmes at all levels up to and including postgraduate diploma. He has been a tutor at the College since 1993 and has trained and mentored over 1000 marketers from the UK and abroad.



CLIENT SECTORS

- Agriculture
- Biotech
- Charities
- Comparison sites
- Construction Industry
- Corporate Relocation Services
- Corporate finance
- Cosmetics
- Drug discovery
- Education (schools, further and higher)
- Environmental consulting
- Equine
- Exhibitions and Events
- Festivals – Books and Music
- Food Retail and Manufacturing
- Fresh Produce
- Government agencies
- Healthcare
- Home improvements
- Life sciences
- Local Government
- Luxury consumer goods
- Manufacturing
- Museums and Libraries
- Not for profit
- Pharmaceutical
- Pregnancy and fertility testing
- Professional services – (Corporate finance, accountancy, legal and relocation services)
- Publishing
- Recruitment
- Retail
- Skills Council
- Sports and Leisure
- Technology
- Telemarketing



OUR CLIENTS





OUR CLIENTS





THE TEAM



OUR DIRECTORS, FIONA AND STEVE BAX





STEVE BAX, MANAGING DIRECTOR

Steve has 30 years experience at senior and board levels in B2B, B2C and not-for-profit organisations. Steve is an active member of the CIM and the Market Research Society (MRS) as well as a Chartered Marketer.

Steve has completed training with Thomas International and is an accredited practitioner for HPTI (High Potential Trait Indicator) and a certified user of TEIQue (Trait Emotional Intelligence Questionnaire).



FIONA BAX, DIRECTOR

Fiona has previously run an events company in Norfolk. She has experience in managing online quantitative survey fieldwork and also conducts telephone depth interviews. Fiona manages a range of research projects and conducts analysis on both quantitative and qualitative projects.



FINE TUNE YOUR MARKETING

Bax Interaction has a proven track record of improving its clients' marketing effectiveness. With a wealth of marketing, research and training experience, we can be relied upon to provide challenging recommendations that deliver real value both to your customers and your organisation. To find out what we can do to help you to improve your return on your marketing investment, contact us for an initial discussion.



BAX INTERACTION LIMITED



Fine tuning your marketing...

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