

FIA saves 1500 days a year using smartAI

The Fire Industry Association (FIA) promotes the professional status of the UK fire safety industry. Their main objective is to promote the professional standards of the fire industry through close liaison and lobbying with Government.

The FIA also provides technical knowledge and advice to anyone who needs it regarding fire safety in the UK.



The Fire Industry Association (FIA) included smartAI as part of their digital transformation across membership, events, marketing, advocacy and their portal and website. As the UK's leading fire safety trade association, they represent over a thousand corporate members and promote fire safety excellence to the industry, parliament and the public. By integrating smartAI tools from smartimpact, FIA has streamlined operations, improved efficiency, and achieved a **staggering ROI over 1,000%**, saving **1,500 working days annually** – around **£800,000 in value**.

“smartAI has made a massive difference to our productivity as well as raising staff morale. Updating a complex training course and manual used to take us a month – now we can do that in four days. Our marketing has been transformed, and we can create three focussed newsletters a week in less than a morning’s work.

We can adapt and implement new assistants within a few hours - it really is first class”

Adam Richardson, General Manager, FIA

The Challenge – Be 25% more productive, without increasing headcount

Adam Richardson, FIA’s General Manager, knew that his 25-member team faced mounting pressure from inefficient manual processes across key areas such as documentation, marketing, and training. This led to:

- Slow production rate due to time-consuming reviews and revisions.
- Less effective marketing campaigns without personalisation.
- Lack of engagement and slow member response times.

He sought a transformative solution to automate and enhance FIA operations so he and his team could focus on strategic initiatives and member support,

The Solution – smartAI Integration

With smartimpact’s smartAI suite, Adam has revolutionised FIA workflows through over 50 AI assistants including:

- **Proposal Evaluator:** Enhances the clarity and alignment of proposals, delivering polished outputs efficiently.
- **Marketing Planner & Content Creator:** Delivers tailored marketing campaigns 50% faster, boosting audience engagement.
- **Training Builder & Reviewer:** Cuts training material creation time by 60%, ensuring compliance and relevance.
- **Output Analyser:** Automatically compares critical FIA collateral, ensuring accuracy and reducing manual review time.



smartAI brings the FIA a ROI over 1,000%!

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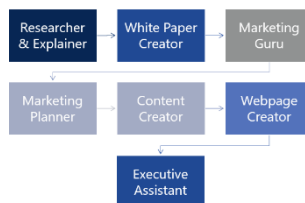
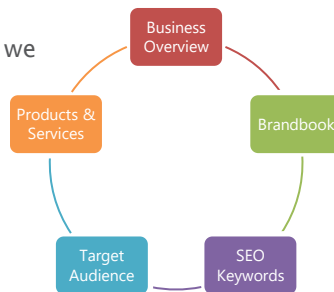
Quick to start, quick to adapt, and accurate

Adam explains: "What's really impressive about smartAI is that there



are over 50 membership-focussed assistants to choose from, but crucially:

- 1) They are all trained to be exactly what we need, simply by **updating 5 core documents** that describe us, our markets, our style and tone of voice etc – so this is fast to do, and meant we could set up a brand new style and outputs when we set up our Cyprus operation. It was amazing to use the same tools, but see them easily produce very different outputs.
- 2) We can chain the assistants together to create start-to-end processes, for instance one assistant which identifies if we are missing our marketing KPIs can then instruct a second to suggest strategic campaigns to address this, a third can then create the campaign briefs and a fourth can produce collateral such as newsletters. Importantly, we can easily swap in other assistants so for instance instead of newsletters, the assistants can create events, and so on.



At a Glance

FIA achieved some amazing tangible benefits with smartAI:

Measurable Results – ROI over 1,000%

They are 25% more productive, without an increase in headcount

Their staff unlocked time to focus on higher-value member activities.

Around £800,000 annual savings via optimized internal processes.

1,500 days unlocked – Increasing productivity and efficiency.

Training delivery up 26.9%, with over 6,000 delegates trained in 2024

Membership growth up 63%, with 159 new organisations joining – a 15% increase

“smartAI has freed up our time to allow us to focus on what truly matters—our members and advancing fire safety standards nationwide. It’s been a game-changer.”

Chris Tilley, Head of Commercial, FIA

We’re sure this got you thinking about your own transformation project!

Get in touch if you’d like to discuss new ideas and ways of working.

Wherever you are in your digital transformation, please reach out to us using the details below for a free consultation with our AI Consultants. We’d love to help you realise similar amazing benefits and ROI.....



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