

Digital Tools Drive National Expansion of New Virtual Training Product



Challenges

Khryspn Jensen founded [Life Start Training](#) in 2016 with a bold mission: save more lives. Through her company's first-aid training, which she and her team delivered primarily in-person in New Brunswick and Nova Scotia, they've made saving lives easier with engaging, interactive, and informative courses that are as realistic as possible.

After the onset of the COVID-19 pandemic, however, the constraints and challenges of delivering in-person training inspired Khryspn to develop a new, virtual format for the local market.

She soon noticed there was nothing like it in Canada.

"I think the possibilities are endless."

**- Khryspn Jensen, President
and First Aid Instructor**

"I think there's a need for it," she says. "And then we started to get feedback from all of our participants who were like, 'This is the greatest thing ever. It wasn't boring. It was engaging. I actually learned something,'" she says. "I thought, 'Oh, I wonder if I could replicate this everywhere else?'"

This revolutionary training method placed Life Start in a unique position: poised for growth, yet within a very traditional market with only a few significant players.

But first, they needed to take some digital steps to get ready to grow.



"Life Start is a company that is ambitious and has a transformational vision for the delivery of first aid training. As the vision is based largely on a virtual model, a digital strategy and roadmap is an integral tool in supporting the evolution and sustainability of the company."

"In the past couple of years, we have seen an acceleration in the movement to remote and online business delivery, digital transformation and planning are critical to the sustainability and growth of companies in today's environment. We have worked with companies on digital transformation and have witnessed first-hand the positive changes that digital transformation can have on how businesses are run and the opening of future opportunities for them."

- Donnie Chisholm, Senior Director, IPSG

Digital Tools Drive National Expansion of New Virtual Training Product

Solution

With support from Digital Boost 2.0 and after a meticulous search for a solution provider that aligned with Life Start's unique requirements, Khryspn enlisted [IPSG](https://ipsgtechnology.com), a New Brunswick-based firm focused on providing digital transformation strategies and roadmaps to businesses.



IPSG began the project with an audit to identify Life Start's core business elements, focusing on where they were and where they wanted to go. They identified the following key digital priorities for Life Start:

- Implement and use all functionality of a CRM
- Continue to work with partners to further establish brand authority
- Continue to lead the transition to virtual learning with an emphasis on interactive game software
- Develop and implement an online examination system
- Develop a francophone-friendly version of assets



Results

With the help of IPSG, Khryspn and her team have taken steps to implement a new CRM, develop an online examination solution, and are well on their way to developing a white label partnership program with corporate clients. The CRM will help them keep track of leads and customer information to help understand their clients better and improve touch points.



IPSG's expertise and DB 2.0's funding support has been invaluable. Without it, "we most likely would have still been scrambling to keep all the balls in the air, and muddling our way through with trial and error," Khryspn says.

For Khryspn, the CRM is particularly useful in Life Start's plans to expand nationally, by reducing manual and repetitive administrative tasks.

"I think the possibilities are endless," Khryspn says.

She also appreciates how IPSG always tied its recommendations back to her business's primary goal of saving more lives. It's been a lot of work, but these new digital initiatives have set the foundation for new levels of growth.

<https://lifestartraining.com>

<https://ipsgtechnology.com>

 [golifestart](https://www.facebook.com/golifestart)

 [@golifestart](https://www.instagram.com/golifestart)

[TechImpact](https://www.techimpact.ca) is a private sector-led organization focused on building a vibrant and growing digital economy in Atlantic Canada. By sharing success stories of business innovation and transformation, we create awareness and educate others about the potential here for career opportunities and business success.

[Digital Boost 2.0](https://www.digitalboost20.com) helped New Brunswick companies take their first step on their digital transformation journey. The program provided funding and expertise to create a digital strategy and roadmap to remain competitive, resilient and forward thinking as our world continues to digitize.