



Measuring Sales Effectiveness for BT

Ten-year survey provides independent quantifiable data

THE CLIENT



BT is one of the world's leading communications services companies, serving the needs of customers in the UK and in more than 170 countries worldwide. As a leading communications services provider in the UK, BT sells products and services to consumers, small and medium sized enterprises and the public sector. BT also sells wholesale products and services to communications providers in the UK and around the world. Globally, BT supply managed networked IT services to multi-national corporations, domestic businesses, national and local government.

Adastral Park is BT's global innovation and development centre and is recognised as one of the world's leading centres of technical innovation. The substantial investment BT makes in R&D at this facility helps develop pioneering new products and services which add value to BT customers.

THE CHALLENGE

Events are held for prospective corporate customers at this outstanding technology showcase and are key to demonstrating BT's capability in providing leading edge solutions across all BT's market sectors. Given the resource intensive nature of this facility, BT needs to ensure that these events contribute to winning new business and that customer expectations are exceeded.

THE SOLUTION

Bsquared Consulting has worked with the management team at Adastral Park for over ten years to independently gather feedback on these events.

"Direct feedback from the events is used to drive change and continual improvement"

A post-event telephone review is conducted with every account manager and customer representative to assess the effectiveness of the showcase event in technical and delivery terms. Sales opportunities arising from or being pursued through the event are identified.

All sales opportunities associated with an event are tracked over time by telephone, email and other communications methods. This is carried out with the BT account manager and the customer to provide an independent validation of the total value of sales generated by holding events at the facility. Direct feedback from the events is also used to drive change and continuously improve the showcases.

THE RESULTS

Through the capturing of participant feedback the quality of the events is maintained at a very high level. Assessment of delegate satisfaction ratings and the quality of presentations along with an understanding of customers' future requirements enables improvement actions to be identified and progressed.

"Revenue in excess of
£300m"

The effectiveness of the facility is made measurable by the independent provision of auditable sales data allowing the management at Adastral Park to recognise the contribution events make to the sales process. In any one year these events have typically helped BT close in excess of £300m revenue across international customers.

Feedback obtained has recognised the value and contribution of Adastral Park and its showcases to BT's business and has endorsed the business case for continued investment in this facility.

CUSTOMER COMMENT *"The relationship between my team and Bsquared Consulting has gone from strength to strength over the years. The professional and independent verification provided by Bsquared Consulting for customer feedback, customer requirements and revenue tracking play a vital part in what we do.*

The information that we receive is used to help track our performance and enables us to take actions around areas identified. The understanding around the revenue generated and the part my team plays is critical when deciding on resourcing, budgets and strategic planning."

Steve Kempt
Head of Customer Loyalty
BT Innovate & Design



About Bsquared Consulting:

Bsquared has over 20 years' international experience in providing leadership, advice and support to our clients' Customer Relationship Management activities. We specialise in helping organisations to improve and develop their business relationships and provide the means to discover the factors which will drive and transform customer and stakeholder relationships. We achieve this using a range of industry leading and internationally proven tools to create a step change in business confidence in organisations.