



BT Group UK: Telecom Transition Success Case Study

This case study examines how BT Group, the UK's leading telecommunications provider, successfully navigated a massive infrastructure shift from copper-based PSTN landlines to full fibre networks and digital voice platforms while maintaining strong customer relationships and driving business growth.

Client Overview

BT Group is the UK's leading telecommunications and network provider, delivering critical connectivity solutions to millions of customers across the UK and around the world. As a national infrastructure backbone, BT plays a central role in advancing digital transformation.



The Challenge

The UK telecom industry was undergoing a massive infrastructure shift – retiring copper-based PSTN landlines in favor of full fibre networks and digital voice platforms. BT needed to support this migration at scale while retaining customers, onboarding new ones, and minimizing disruption.

Customer Education

Explaining *why* the switch was happening and its benefits

Product Sales

Selling new, digital-ready products to existing and new customers

Installation Coordination

Coordinating complex appointments with Openreach

Customer Retention

Maintaining renewals amid pricing and service model changes

Sales Rep's Role

Our sales reps were brought in to lead both **inbound and outbound sales** efforts during this critical transition. We coordinated with regional agents across **Scotland, Manchester, Bangalore, and Kolkata** to deliver a consistent, customer-first experience.

Solutions Sold:

- BT One Phone
- Cloud Phone
- BT Business WiFi
- McAfee Endpoint Security
- Acronis Cloud Storage



We managed every aspect of the sales cycle – from customer education and needs analysis to appointment booking, platform migration, and contract renewal – across **600+ customer interactions per week**.

Sales Strategies Implemented



Value-Based Selling

Focus on **consultative selling**, helping customers understand why fibre and digital platforms mattered to their business – compliance, reliability, and future-readiness – not just pricing.



Education-Driven Engagement

Over 600 customers a week engaged through **calls, emails, and live demos**. Our agents translated technical jargon into business benefits, creating clarity and urgency.



Cross-Team Coordination

Close collaboration with Openreach to schedule service appointments and installation visits. Proactive coordination led to reduced cancellations and higher NPS.

More Sales Strategies

Lifecycle Sales Management

We treated every account as a long-term relationship. This approach generated **an 88% customer retention rate**, with strategic upselling and contract extension touchpoints.

Real-Time Campaign Optimization

Our team reported key campaign data using **Tableau dashboards**, enabling weekly strategy sessions with BT campaign managers. This allowed for agile adaptation and continuous improvement.



Key Results

£4M+

Monthly Contract
Renewals

Stabilized recurring revenue during
a national service shift

88%

Customer Retention Rate
Minimized churn through value
education and proactive support

76%

New Customer Acquisition
Strong conversion rate even amid
system changes

600+

Weekly Customer
Interactions

Per team across multiple channels

Performance Metrics

Metric	Outcome
Channels Used	Email, Phone, Live Demos
Regions Covered	UK (Scotland, Manchester), India (Bangalore, Kolkata)
Openreach Coordination Efficiency	90%+ appointment success rate
Time to Train Sales Teams	< 10 days ramp-up time
Demo-to-Close Ratio	70%+
Customer Satisfaction (Post-Sale)	4.6/5

Return on Investment (ROI)

The BT transition campaign delivered tangible results:

- A **£4M+ monthly renewal pipeline** stabilized recurring revenue during a national service shift
- Customer churn was minimized through **value education** and proactive support
- New customer acquisition remained strong, achieving **76% conversion** even amid system changes

Campaign coordination across time zones and teams created a **repeatable, scalable process** now used as a benchmark for future telecom rollouts.



Conclusion

Through a strategic combination of technical product knowledge, consultative sales training, and execution discipline, our sales representatives helped BT Group execute one of the UK's most significant telecom transitions – with speed, empathy, and results.

Speed



Empathy



Results



Seamless connections.
Limitless potential.


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