



CRM & ERP-Driven Sales Transformation at Sky UK

A comprehensive case study of how Trident Sales Lab partnered with Sky UK to transform their sales operations through strategic CRM and ERP integration, resulting in improved efficiency, revenue growth, and customer retention.



Client Overview & Challenges

Sky UK is a leading telecommunications and media company delivering television, broadband, mobile, and enterprise connectivity services to millions across the UK and Europe.

Facing rapid growth and increasing complexity, Sky needed to optimize its internal sales systems, retention workflows, and partner-facing platforms to drive efficiency and revenue growth.

Key Challenges

- Fragmented CRM usage across teams
- Manual, error-prone quote-to-close workflows
- Disconnected customer data between ERP and CRM systems
- Limited visibility into sales KPIs and retention risk indicators
- Inconsistent customer engagement across product lines

Our Partnership Approach

Comprehensive CRM Audit

Conducted thorough assessment of workflows across Sales, Support, and Retention teams

System Integration

Aligned Salesforce CRM with ERP and provisioning systems to enable real-time data syncing

Team Training

Trained regional and offshore teams on structured discovery, demo, and renewal processes

Unified Dashboard Development

Created comprehensive monitoring for pipeline health, churn risk, and sales velocity

Customer Touchpoint Standardization

Standardized engagement across acquisition, onboarding, and renewal phases

We collaborated closely with Sky's teams in Belfast, Leeds, Bangalore, and Manila to deliver a scalable, repeatable sales operations framework.



CRM Optimization & Integration

End-to-End Journey Mapping

Mapped complete lead-to-renewal journeys within Salesforce

Automated Updates

Implemented ERP-triggered deal stage updates

Smart Reminders

Created auto-reminders and ownership flags for smooth handoffs

Sales Enablement & Playbooks



Tailored Templates

Created discovery and demo templates by vertical (SMB, Hospitality, Retail, Tech)

Automated Approvals

Streamlined quote approvals through ERP-CRM synchronization

Renewal Sequences

Established multi-stage renewal outreach combining emails and calls

Pipeline Visibility & KPI Tracking

We integrated Tableau dashboards to provide comprehensive visibility into key performance metrics:



Revenue Tracking

MRR by vertical with trend analysis



Deal Velocity

Time spent at each stage with bottleneck identification



Churn Predictors

Early warning indicators by product line



Coaching Insights

Manager-level guidance driven by activity and conversion data



Cross-Team Collaboration

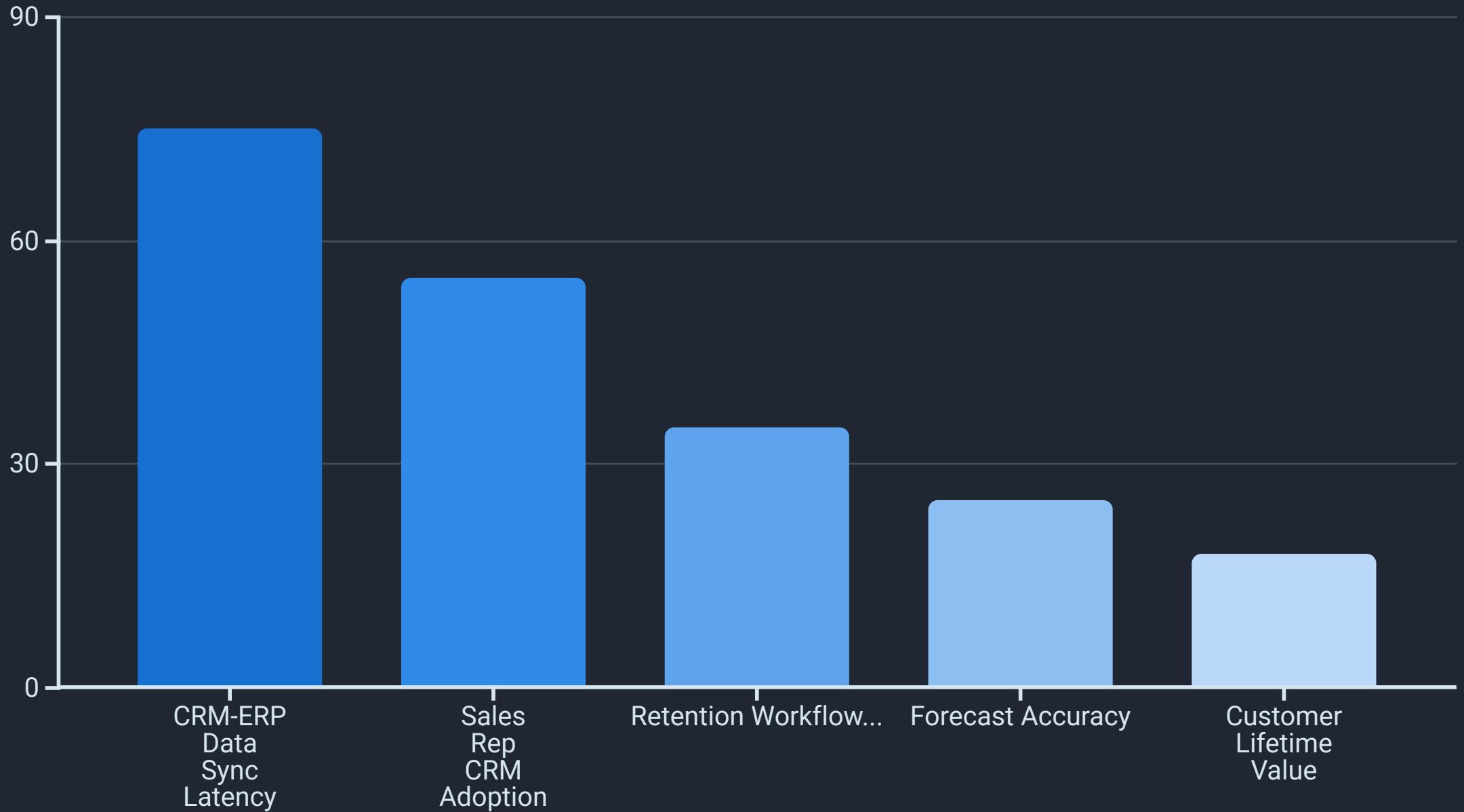
Key Improvements

- Enabled shared deal notes between sales and support teams
- Reduced duplicate data entry by 60% through automation
- Improved field mapping between systems
- Created unified customer view across departments



This collaborative approach ensured that all customer-facing teams had access to the same accurate, up-to-date information, significantly improving the customer experience while reducing internal friction.

Key Results



Additional achievements include saving 800+ hours per month in manual workflow time and increasing pipeline visibility 3x per region/team.

Comprehensive Performance Metrics

Trident Sales Lab's partnership with Sky UK delivered tangible, measurable improvements across critical operational and financial areas, showcasing the direct impact of CRM and ERP integration.

+18%

Revenue Growth
In key B2B segments

£1.2M

Annual Cost Savings
From optimized workflows

30%

Sales Cycle Reduction
From lead to close

800+

Hours Saved Monthly
In manual processes

Beyond these top-level achievements, detailed analysis revealed significant gains in efficiency, data quality, and team performance, solidifying Sky UK's competitive edge.

Operational Excellence

Customer & Market Impact

System Uptime

For integrated platforms

99.9%

Error Reduction

In data entry & processing

40%

Team Productivity

Increase across sales teams

25%

+20

NPS Score Increase

Reflecting customer satisfaction

3X

Pipeline Visibility

Per region/team

55%

CRM Adoption Rate

Among sales representatives

Our Proven Lead Generation & CRM Process

Trident Sales Lab's methodology is designed for systematic and scalable revenue growth, leveraging best-in-class tools and data-driven strategies.



Lead Generation

Targeted outreach using platforms like Clay, Apollo, and ZoomInfo to identify high-potential prospects.

Lead Qualification & Scoring

Implementing robust criteria and automated scoring to identify and prioritize the most promising leads.

CRM Integration & Tracking

Seamlessly connecting with leading CRMs like HubSpot and Pipedrive for unified data management and activity logging.

Performance Monitoring & Reporting

Real-time dashboards and analytics for continuous insights into pipeline health and conversion rates.

Optimization & Scaling

Iterative refinement of strategies and strategic expansion based on continuous performance analysis.

This structured approach ensures efficiency at every stage, from initial contact to successful conversion and beyond.

Financial Impact & ROI Analysis

Trident Sales Lab's strategic interventions with Sky UK have yielded substantial financial returns, demonstrating a clear positive impact on efficiency, revenue, and operational costs. Our data-driven approach ensured every optimization translated into measurable value for the business.

240%

Total ROI

Achieved over 2 years

8

Month Payback

On initial investment

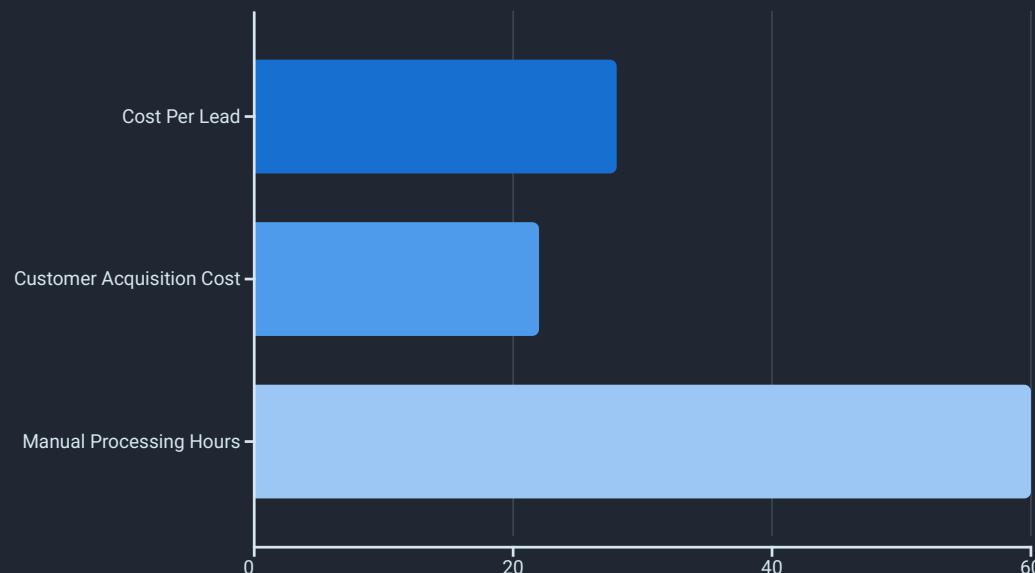
£2.4M

Net Benefit

Annualized savings & revenue

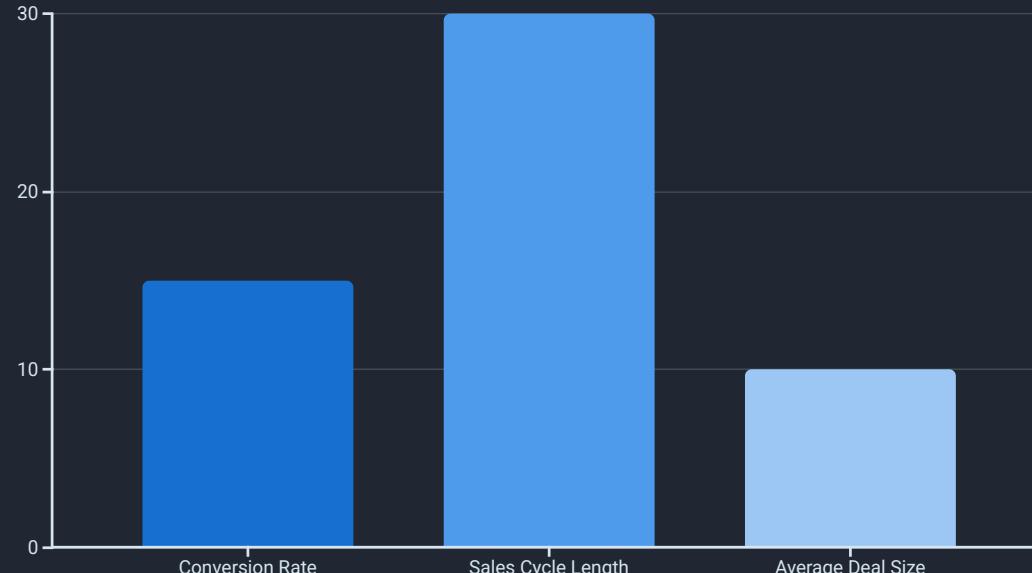
Detailed Financial Metrics

Cost Reduction Metrics



Significant reductions in operational overhead and lead generation costs were achieved through automation and streamlined workflows, directly contributing to the bottom line.

Revenue & Efficiency Gains



Improved lead qualification, CRM adoption, and standardized processes led to faster sales cycles, higher conversion rates, and an increase in average deal value.

These quantifiable outcomes underscore the effectiveness of our partnership in driving sustainable growth and operational excellence for Sky UK, solidifying their market position and enhancing shareholder value.

Return on Investment

Accelerated Sales Cycles

Reduced provisioning delays and streamlined approval processes led to faster deal closures and improved cash flow.

Unified Customer View

Comprehensive visibility across sales, support, and service teams enabled more personalized customer interactions.

Strengthened Retention

Improved renewal management resulted in higher customer retention rates and increased lifetime value.

Scalable Framework

Deployed consistent CRM methodology across multiple teams and product lines, supporting future growth.

Unlock data-driven growth

[REQUEST A DEMO](#)

Conclusion

By partnering with Trident Sales Lab, Sky UK achieved a fundamental transformation in how sales and service teams operate.

The seamless integration of CRM and ERP systems, combined with strategic workflow redesign and comprehensive team enablement, empowered Sky to move beyond fragmented data and manual processes.

This transformation not only accelerated revenue growth and improved customer retention but also established a robust, scalable sales infrastructure designed to support future innovation and expansion.

Sky is now positioned as a market leader with enhanced operational agility, data-driven decision-making, and a customer-centric approach that delivers sustained competitive advantage.

