

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

Enhanced Performance Indicators

Beyond headline figures, a deeper dive into our operational metrics reveals the efficiency and effectiveness of the sales strategies deployed during BT's transition.

1,500+	£2,500	21 Days	£1.2M
Qualified Leads Generated	Average Deal Size	Optimized Sales Cycle	Monthly Pipeline Velocity
Per month, demonstrating strong market interest and successful outreach.	Reflecting success in upselling comprehensive digital solutions.	Reduced from 30+ days, accelerating revenue recognition.	Value of opportunities progressing through the sales funnel.
£15,000			
Customer Lifetime Value (CLTV)			
Estimated value per business customer over their tenure.			

Channel Conversion Rates

Our multi-channel approach yielded varied but effective conversion rates, tailored to each customer interaction point.

- Inbound Calls:** 18% conversion rate from initial contact to closed deal, benefiting from immediate customer intent.
- Outbound Campaigns:** 12% conversion rate, indicating successful proactive engagement and lead nurturing.
- Web/Self-Service:** 7% conversion for digitally initiated migrations, highlighting ease of access for some customer segments.

Team Productivity & Efficiency

The sales team maintained high productivity through focused training and streamlined processes.

- Deals Closed per Rep:** Average of 9 deals closed per representative monthly, a testament to effective sales training.
- Average Call Handle Time:** Maintained at 12 minutes for complex migrations, balancing efficiency with comprehensive support.
- Follow-Up Rate:** 95% of customer inquiries and proposals followed up within 24 hours, ensuring timely engagement.

Lead Generation to Deal Closure: Our Sales Process

Our comprehensive sales process is meticulously designed to transform identified prospects into loyal customers, leveraging advanced tools and a customer-centric approach at every stage.



1. Lead Generation & Enrichment

We utilize **Clay**, **Apollo**, and **ZoomInfo** to identify high-potential leads, gather contact information, and enrich data with critical business insights, forming the foundation of our pipeline.



2. Proactive Engagement & Qualification

Our sales reps initiate inbound and outbound contact, qualifying leads through needs analysis and strategic outreach to understand pain points and potential BT solutions.



3. Solution Presentation & Negotiation

Tailored presentations showcase BT's digital solutions like One Phone, Cloud Phone, and Business WiFi. We address client needs and negotiate terms for optimal value.



4. Deal Closure & CRM Tracking

Contracts are finalized, and new customers are onboarded. All interactions and progress are meticulously tracked in our **HubSpot** and **Pipedrive** CRMs for seamless management and reporting.

Our Integrated Technology Stack

Our sales ecosystem relies on a robust suite of tools, meticulously integrated to drive efficiency, enhance lead quality, and provide actionable insights from generation to deal closure.

Lead Generation Platforms

Utilizing industry-leading tools for precise prospect identification and comprehensive data enrichment.

- **Clay:** High-potential lead identification & contact gathering.
- **Apollo:** Advanced sales intelligence & engagement automation.
- **ZoomInfo:** Critical business insights & data enrichment.

CRM Systems

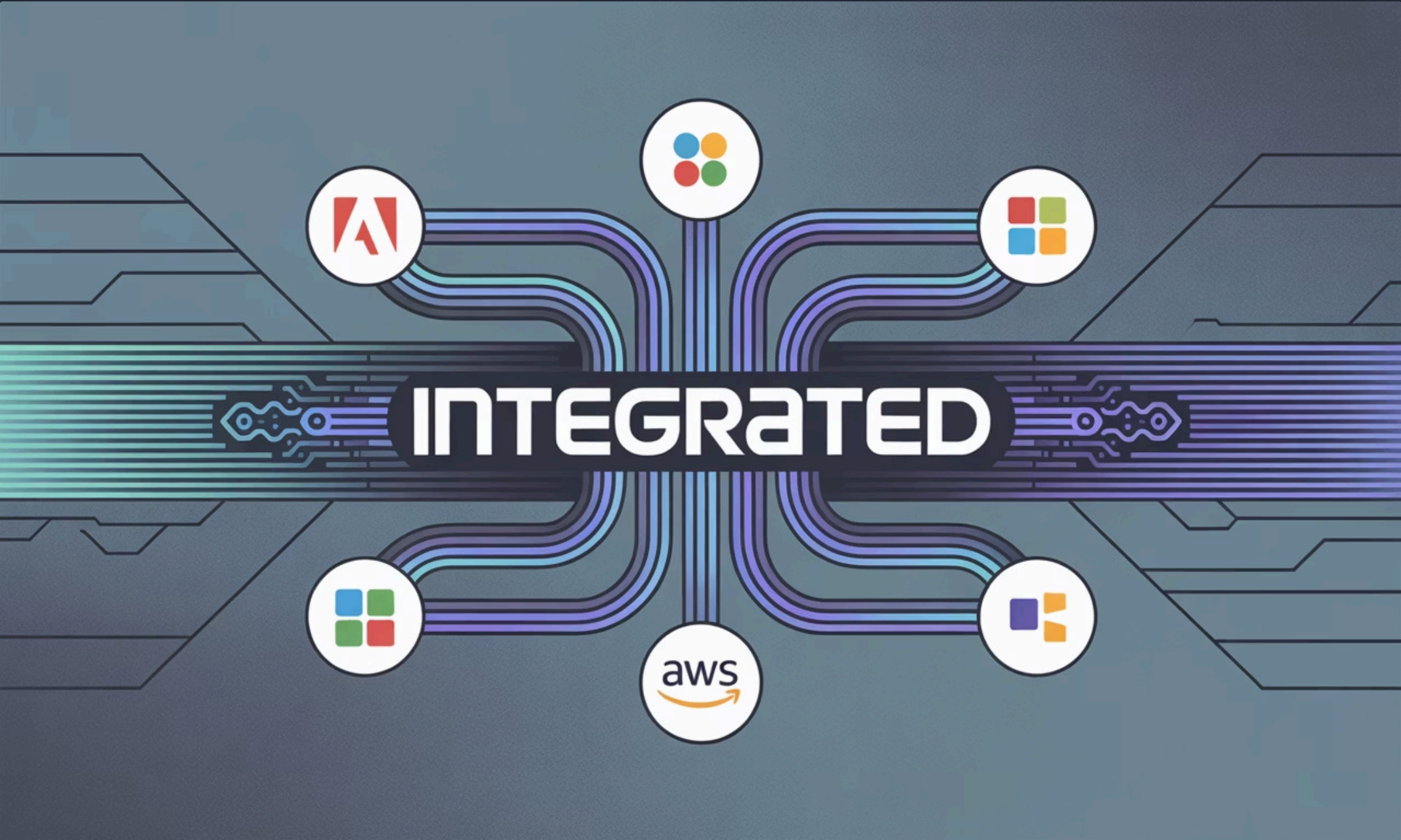
Centralizing customer interactions and managing the sales pipeline for seamless execution and tracking.

- **HubSpot:** Comprehensive platform for sales, marketing, and service.
- **Pipedrive:** Visual deal management & pipeline tracking.
- Meticulous tracking of all customer interactions and progress.

Reporting & Analytics

Transforming raw data into strategic insights for continuous campaign optimization and agile decision-making.

- **Tableau:** Dynamic dashboards for campaign performance & strategy.
- Real-time performance tracking for agile adaptation.
- Comprehensive reporting on all key sales metrics.



Performance Metrics

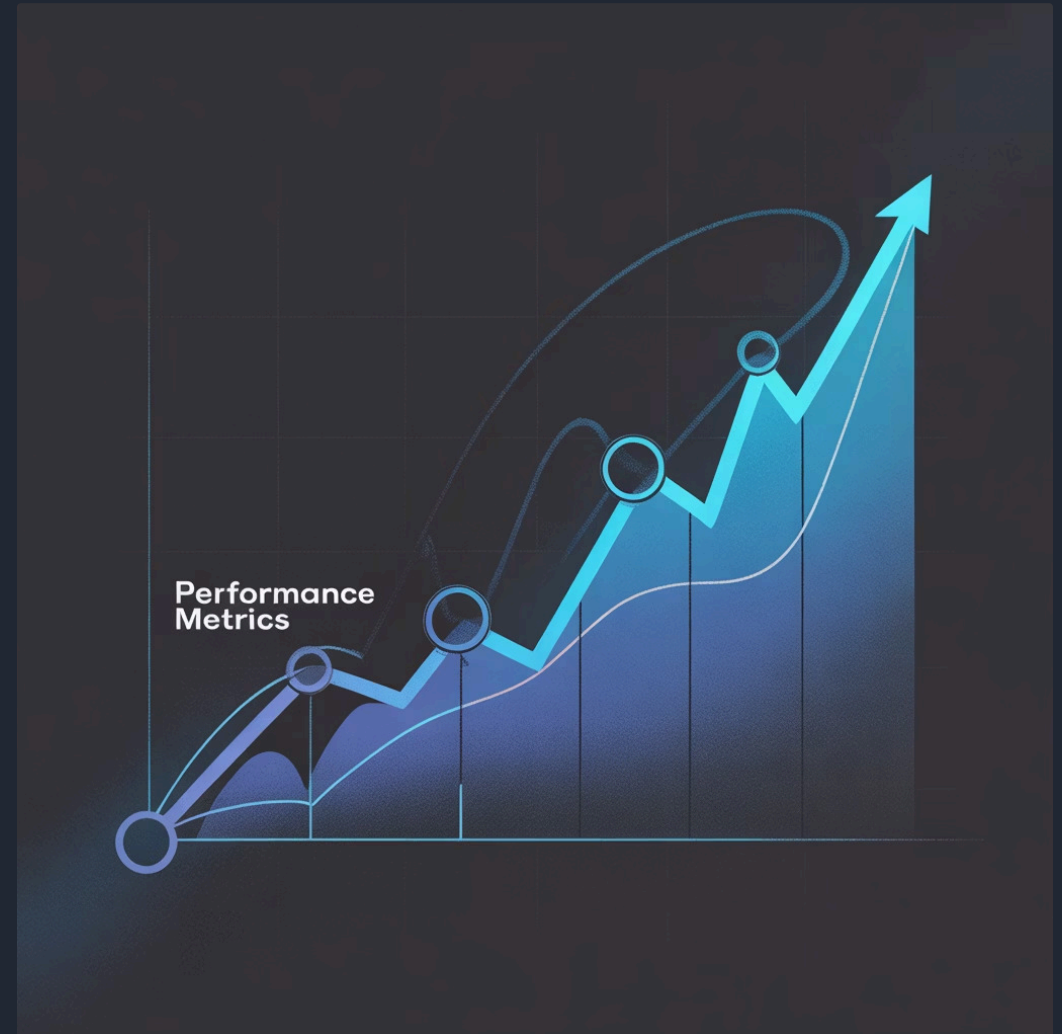
Metric	Outcome
Channels Used	Email, Phone, Live Demos
Regions Covered	UK (Scotland, Manchester), India (Bangalore, Kolkata)
Openreach Coordination Efficiency	90%+ appointment success rate
Time to Train Sales Teams	< 10 days ramp-up time
Demo-to-Close Ratio	70%+
Customer Satisfaction (Post-Sale)	4.6/5
Lead Response Time	< 2 hours
Pipeline Conversion Rate	76%
Monthly Lead Volume	1,500+
CRM Data Accuracy	98%
Cross-sell Success Rate	45%
Customer Onboarding Time	5 days average

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.

