



BT Boosts Upsell Revenue During Economic Downturn



“With Genius Marketing we are able to easily and instantly connect with our most valuable customers and offer them important services during the economic downturn. It’s paying off for both BT and our customers.”

Russell Cartwright | Manager of BT Business Sales Enablement

▶ Background

BT (formerly British Telecom) is the oldest telecommunications company in the world and one of the world’s leading providers of communications solutions and services. Operating in over 170 countries, BT provides networked IT services, telecommunications services, broadband, and internet products and services. BT Business, a division of BT Group, provides DSL and managed business services for corporate customers in the United Kingdom.

▶ Objective

BT Business was looking to decrease the effort and lead time associated with their online marketing efforts. With a quarterly planning cycle for their centralized email marketing campaigns BT was often unable to respond or capitalize on changing market, economic or competitive conditions. They also needed an email marketing solution to help them better connect with the SME market, a vital market segment that accounts for 45% of BT Business revenues.

▶ Solution

BT Business selected Genius Pro™ to help them better communicate with their customers. With Genius Pro email marketing, BT was able offer helpful advice and products to the SME market during the economic downturn. For the campaign, BT developed 5 emails over 10 weeks that highlighted BT solutions that could help their customers be more profitable during the recession. Twice a month, BT Marketing sent out personalized emails on behalf of individual BT account managers, to over 15,000 corporate customers. Because personalized emails perform better than mass email blasts, BT saw an immediate uptick in open rates. From the Genius email, the BT customer could click on an embedded link to a landing page containing more information. When this occurred, the BT sales person associated with the account received an instant alert indicating that customer’s online interest. BT Sales could then follow up with the customer to offer advice, service or to finalize a purchase of the promoted product.

The campaign exceeded expectations. With Genius, BT was able to quickly and easily leverage email to nurture customers, promote useful BT products, and provide immediate service to interested prospects. While the campaign generated hundreds of thousands of pounds in business, the real value is the increased customer loyalty to BT—which is immeasurable. To those customers, BT has not only become a trusted partner, it has become vital to the very health and success of their business.

GENIUS BENEFITS
<p>With Genius, BT was able to market to an important market segment and:</p> <ul style="list-style-type: none"> ▶ Increase Marketing Agility <ul style="list-style-type: none"> • Reduce email campaign creation lead time to just hours • Easily deliver personalized emails to high-priority customers • Quickly respond to changing economic conditions • Rapidly promote services to an SME customers ▶ Increase Sales Effectiveness <ul style="list-style-type: none"> • Empower Sales to identify, prioritize and quickly service interested customers • Sell additional products • Increase BT customer loyalty