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CASE STUDY

# BT Generates £1.4m per Month Thanks to nCino Identity Solutions Insights





**London, UK**



**Founded 2002**

BT operates a number of franchises throughout the country that are collectively known as BT Local Business. These are independently owned companies that sell to and work with small and medium businesses within their designated area. The franchisees have access to BT's full portfolio of products. BT currently has nearly 40 of these partners covering all areas throughout the UK and have been using this model since 2002.





BT Local Business has generated 7,047 new opportunities in the last last 12 months, with a sales opportunity value of £35.1m, directly attributable to the insights delivered by nCino Identity Solutions thanks to nCino Identity Solutions, they have access to a constantly healthy pipeline of opportunities and greater confidence to go out there and grab them.

Paul Evans - Regional Director, BT Plc

## The Customer

Each BTLB sells exclusively to a predominantly SME customer base within their area.

## The Challenge

To empower BTLB to harness insight in an efficient way in order to realise greater customer potential and generate sales.

## The Solution

Augmenting firmographic data with real-time insights.

## The Benefits

3,906 new opportunities and generated £16.7 million in revenue in the last 12 months.



# 3,906

additional orders thanks to nCino

# £16.7m

new revenue last year

# 92%

reduction in meeting prep time

# 48x

return on investment

# The BT Local Business Story

Paul Evans is Regional Director at BT Plc and sponsored the internal launch initiative throughout the Local Business network.

In Paul's words, it was "a chance meeting that first introduced nCino Identity Solutions to BT Local Business," a meeting that would deliver results they couldn't have envisioned.

A classic example of a "data rich but insight poor" organisation, BT had been looking for at how they could help Local Businesses realise greater potential from their customer base and have more meaningful, value-driven conversations.

Despite providing local businesses with access to their Salesforce CRM solution for complete visibility of the BT estate, uncovering new opportunities was still a highly manual process, with sales teams trawling the internet to try and uncover potential new business opportunities and gain a deeper understanding of customer needs.

With each local businesses managing an average customer base of 25,000 SMEs, and a £20bn market opportunity, BT knew there had to be a better way.

## Successful Pilot Produces Astonishing Results

Hopeful that nCino Identity Solutions would make more productive and successful, BT conducted a pilot with a BTLB partner office in Coventry.

The pilot immediately delivered astonishing results, helping to create £814k of pipeline and five closed orders worth £70k – all in the first 30 days.

Feedback from users reported a quick and easy way to find new customers powerful insights and have more meaningful conversations. Most importantly, it was delivering significant bottom line returns in terms of new opportunities generated and closed.



BT was so confident that nCino Identity Solutions could deliver value for all of their BTLB that they rolled out the solution nationwide, even offering a co-funded model whereby it contributed 50% of every license fee.

"A big part of the roll-out process was about winning the hearts and minds of BTLB. We had some very tangible results, but nCino Identity Solutions worked with us to build and deliver a slick onboarding campaign, including training and support to help BTLB get the very best out of the solution," says Regional Director Paul Evans.

"It has been an absolute pleasure working with nCino Identity Solutions at every step, and it has been a delight to own this process," says Paul. "We are committed to support BTLB by giving them the tools they need to succeed. nCino Identity Solutions has not only helped us demonstrate that commitment, but has helped BTLB realise their potential, and most importantly, grow their customer base."

"nCino Identity Solutions helps us to open up new opportunities and improve our win chances on existing opportunities in the pipeline. It also helps the team conduct their meeting preparation. Something which used to take 30-40 minutes now takes a matter of minutes to get a snapshot of any business, giving me growth indicators, the size of the business, key influencers and financial information."

**Lisa Evans**

Managing Director, BTLB Coventry

As an extension to the original contract, BT has also been able to take advantage of nCino Identity Solution's integration with Salesforce, providing BTLB with a solution that enables them to augment opportunities with real-time news, social media and people insights.

BTLB using the integration can scrutinise their sales pipeline, allowing them to act quickly on opportunities, anticipate needs and engage proactively in more sophisticated ways based on a real understanding of trends, sentiments and needs.

In addition, they can improve productivity by replacing manual research with automated insight, data gathering and filtering. This was a key step in BT's CRM strategy to drive adoption of Salesforce and maximise value for the network of BTLB.

In just twelve months, BT had co-funded 350 nCino Identity Solutions licenses nationwide, a number that continues to grow as more and more BTLB realise what they can accomplish by turning data into insight, and insight into action.

## **Delivering a Measurable Return on Investment**

This investment has delivered a 48x return to date.

BT Local Business is a shining example of an organisation harnessing technology to empower entrepreneurship. They realised that it was not enough to just give BTLB access to static CRM data, but instead augmented this with real-time insights that would help them achieve a 360° view of customers and what's happening in their world.

BT Local Business is now reaping the benefits in terms of their ability to uncover and exploit new business opportunities, and marshal the right facts at the right time to have better conversations boosting the potential of their existing customer base.



The nCino Difference