GrowthIntel

Sales increased x 3.5

"These were new customers to BT, customers we had no relationship with prior to this."

Sales order value increased x 4

"Before GrowthIntel we were getting 1 good call out of every 10 dials we were making. With GrowthIntel it's 1 good call in 3."

Try out GrowthIntel:

We can arrange a demo or you can test drive the full product in a pilot, where you only pay for the opportunities generated using GrowthIntel.

About BT Business

Forty local business units drive sales for BT Business. They market and sell BT products to businesses of all sizes using outbound telemarketing and outside sales. Before they had access to GrowthIntel the sales teams used traditional credit bureau data to prioritise sales.

When BT telemarketers make a call to a person who isn't ready to buy, their time is wasted. With thousands of marketers and salespeople around the country, this is leaving tens of millions of pounds worth of revenue on the table.

Sixty BT telesales people across six regions used GrowthIntel to recommend leads. Local sales people know precisely what makes local companies buy BT products, so GrowthIntel software built on this knowledge to automatically recommend companies to call. It also supported the sale with realtime information on performance and activity.

Barry Forder
Sales director of BT local Business London

"The real impact was that we went from having poor results for the last 18 months to suddenly having a real, effective strategy in contacting these customers. I'd recommend it to any company that's involved in sales. It's going to provide you with good, accurate information that you can filter by whatever parameters you choose. It's a fabulous tool. I'm a huge fan of it."

Scott Mackenzie
BT Local Business

"It really helped us to target companies about specifics and gave us a reason to call."

Scott Towns
BT Local Business

"Information is fantastic as an opening to engage a client. It meant we could be first through the door."

Bryan Hands
BT Local Business

"We got GrowthIntel up and running immediately... no installation necessary. We've seen a very significant lift in a very short time period."