

Welcomm Communications – Case Study

On behalf of O2, Alinea Partners run an annual Secret Shopper programme for their top business partners. This case study is about a programme we ran with one of their Business Partners, Welcomm Communications.

As an award-winning supplier of managed business communications with over 32 years of experience in the industry, Welcomm transforms the way businesses operate and connect to their customers.

They enable remote working and improve productivity for businesses of all sizes by delivering a comprehensive suite of innovative communication services to over 3,500 customers Nationwide, including:

- › Telephony & Conferencing Solutions
- › Mobiles and Tablets
- › Data Connectivity
- › Utilities
- › I.T. Support

With an award-winning team on hand, Welcomm is an agile, personable and trusted partner, proud of their partnerships with industry-leading Network, Telecommunications and Technology vendors, who enable them to provide the best solutions available in the market.

The Challenge

As an organisation that manages business communications, Welcomm sees its customer experience as a direct reflection of its brand. Therefore, providing an exceptional experience is a must. Doing so reduces the risk of a poor buying experience that leads to lost revenue and profit.

However, Welcomm was uncertain whether they had identified all their strengths and played to them sufficiently in the sales process. This meant that it was difficult to identify how to improve continually and where preventable sales losses had occurred.

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The Solution

O2 offered a solution that would enable Welcomm to benefit from unbiased feedback on their sales journey and customer experience a Secret Shopper program from Alinea Partners and Welcomm found so much value in it, that they recently participated again and were able to see transformative results from the improvements they made after the first shopping experience..

The Alinea Partners' Secret Shopper programme stops companies from revenue leakage. It provides an in-depth scientific analysis into the sales experience from a prospect vs. an existing customer and converts findings into constructive, actionable improvements. As a result, Welcomm was able to move more opportunities into their sales funnel and close them.

The Process

The Secret Shopper programme consists of a carefully constructed persona of a NETNEW Prospect that Welcomm would like more of which we take through a scientific +160-point assessment process, while acting as an actual buyer. This programme reveals how a buyer experiences the entire sales process from start to finish; from initial search and sales contact to receiving a proposal and onboarding a new customer.

The Assessment qualitatively analyses every relevant detail, including calls, emails, and website visits. Following analysis, Alinea Partners provides practical recommendations that clients can take on board to improve their results as well as Benchmarking data against similar companies in a country, selling similar solutions or with a sales strategy that is similar or aimed to achieve.

Alinea Partners has used this methodology to measure the performance of hundreds of sales journeys worldwide.

The Outcome

Following the Secret Shopper programme, Welcomm was able to understand what they were doing well and where improvements could be implemented. They were able to refine their customer experience further and improve service quality agreements they want to make available to prospects and customers.

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A few areas where Welcomm really stood out:

- › Easy to choose comparison and quoting functionality on the website
- › A website that acts as part of the sales team and process vs. simple brochureware
- › Much more engaging social selling approach than a year before
- › A solid, consultative sales approach where the Buyer was asked important and relevant questions that they had not thought to ask.
- › Very professional and easy to understand proposal that reflected the conversation between the buyer and sales rep.

On average, companies that use the Alinea Partners Secret Shopper programme and apply the recommended changes see up to 30% YOY revenue increase. 86% of these companies that were previously losing sales opportunities have gone on to minimise losses and improve their businesses.

"We are delighted with the outcome of the Alinea Partners' Secret Shopper programme and appreciate that O2 is driving value in its channel by supporting us with funnel building and deal closing in this manner. It gave us some new ideas and reinforced some instinctual changes we were already considering which enabled us to play to our strengths and recognise the areas where we can do even better. Delivering an outstanding customer experience is incredibly important to us, which is why the feedback from this process has been so invaluable. We saw better results with fewer losses since implementing Alinea Partners' recommendations - it's clear that they understand what makes a good sales journey tick at every single stage of the sales process."

Aidan Piper, CEO, Welcomm Communications