

Communications Plus Continues to Push for CX Excellence – Case Study

When a shelf full of awards doesn't lead to complacency.

You received the Queen's Awards for Enterprise (Innovation 2016) and were among only 1.000 companies to inspire Britain in 2019. You also received the O2 Customer Focus, O2 Best Performer, and O2 Measure of Excellence awards. You've been the O2 franchise of the month, of the year, and of the decade. You are Communications Plus, a trusted and valued telecommunications provider offering solutions to consumers and businesses across the UK. Despite a shelf full of trophies, you continue to push yourself as you strive for excellence. Enter Virgin Media O2 Business with the Alinea Partners' Secret Shopper Program.

"We believe in investing in our partners," Jennifer Buchan, Partner Marketing Manager at Virgin Media O2 Business, says. "Communications Plus is a valuable partner, and their story is ours. That's why we engaged Alinea Partners, our trusted secret shopper, to ensure that no stone of their buying experience is left unturned."

Alinea Partners quickly saw evidence that Communications Plus understands the importance of focusing on prospects and customers as a basis for sustainable success. The distinction matters, given that many of their competitors focus only on customers. They understand buyers search Google using the keywords that represent the solution they seek and expect to see relevant results quickly. They expect a quality experience on the vendor's website and top-level sales engagement. Buyers can find their website to be engaging, and its content demonstrates an understanding of buyers' business challenges and their desired business outcomes. More importantly, the company knows how to stand out during the sales process.

Sales Engagement

If you want to stand out from the competition, your salespeople better know how to engage with and position themselves as consultants to prospects and customers. Your platform has to support the process, but you must understand how to keep buyers engaged, close the sale, and have them stay with you long-term. Not surprisingly, Communications Plus shines in several crucial elements of sales engagement.

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When you train your salespeople to take the time to understand buyers' specific situations and particular timelines, you set yourself up for success. The company knows when to listen actively and when to respond. The language they use is consultative and focused on the business need. Communications Plus knows how to guide a buyer toward a particular solution and how to close the sale. Yet, the company faced an important challenge.

"Our website had plenty of traffic. Buyers were finding us.," Michael McCue, Head of Marketing at Communications Plus, says. "The problem was that we weren't converting leads at the desired rate." The company knew something needed to change, and Alinea Partners provided the roadmap.

Alinea Partners quickly saw that some points of contact were not set up effectively enough to reach appropriate sales reps who could quickly speak with buyers about their company's goals. To improve conversion rates, Communications Plus should ensure that all contact points go straight to suitable salespeople. They also suggested creating a content management system and adding relevant materials – gated and otherwise – on their website to provide more information related to buyers' needs during the first part of the sales journey.

"What Alinea Partners suggested made much sense. We're updating our processes to ensure buyers always reach the right contact points and that our gated content is relevant to them."

"We knew things needed to change," Michael says. "We're updating our processes to ensure buyers always reach the right contact points and that our gated content is relevant to them. We worked on many of those changes in December, which will come out when we fully unlock the website's new functionality," he adds. "It's been very insightful to go through this process with them. It also allows me to justify the investment as I present the report to our decision-makers. It's not just my opinion anymore."