

Case Study



Client

- Major UK Utility

Business Issues

- Strategy to enter competitive SME market.

Solution

- Developing a proposition and pricing competitor differentials.
- Developing a cost per customer acquired telesales model.
- Briefing, training and monitoring telesales team.

Result

- Presence established in SME market.
- Understanding of competitor pricing.
- Business case rationale for roll-out decision

The Newbury Group helped this power station and electricity supply company to test entry into the SME market. The result was a clearer understanding of the entrant market and cost of entry, enabling a qualified decision on rollout.

This client had an established power station business that was unprofitable, and so was seeking downstream business to compensate. It had already secured contracts with major electricity users. It came to us when it was looking to establish itself into the SME market. The client did not have the necessary expertise required for market entry.

Ignite Foundations

Our consultancy team, supported by our research team, worked on proposition and pricing competitor differentials and translated this into a brief and script guide for the client's telesales team.

At a consultancy level we also developed a cost per customer model for a telesales strategy test market launch.

Ignite New Business

Our consultancy team briefed, trained and monitored the client's telesales team through the test market launch.

Client Success

Using our Ignite Programme and executing through an internal telesales team, the client established a presence in the SME market and gained an understanding of the cost of entry.

Our research provided the client with a clear insight into competitor pricing and typical contract details.

Combined with the test market launch, this provided the business case rationale for a decision regarding full rollout of the telesales strategy for market penetration.