

CUSTOMER STORIES

HELPING OUR CUSTOMERS KEEP THEIR PROMISES



“ Our success selling fibre broadband has boosted other parts of our offering. We’re selling 30% more remote backup and disaster recovery services to our customers.”

Joe Kerr,
Managing Director, FastNet



BT Wholesale works with FastNet to build its broadband business, and helps FastNet keep its promises to bandwidth-hungry business customers who demand fail-safe data connectivity.

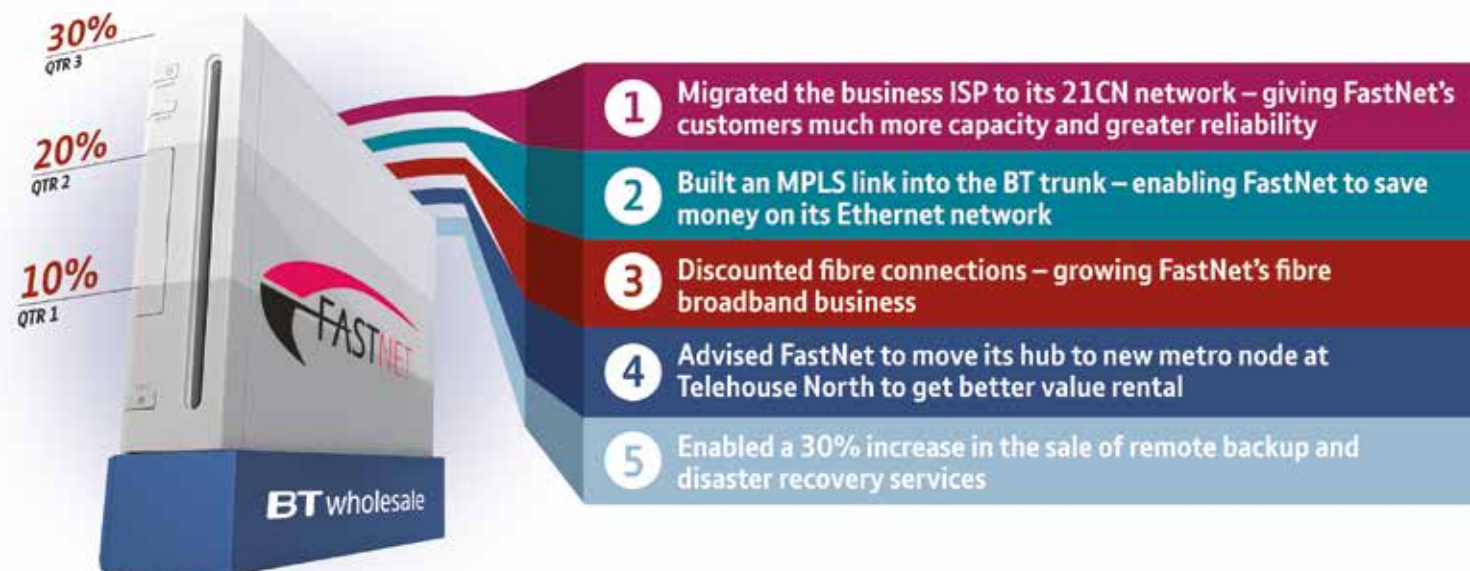
In today’s digital world, connectivity is the cornerstone for more and more organisations. Brighton-based ISP FastNet has built its business by giving customers the fail-safe connectivity they rely on to function. Many of these customers are in digital media, developing software and gaming apps. If these people can’t get online they can’t get any work done.

“We sell data connections but in reality we are a service business,” says Joe Kerr, FastNet’s Managing Director. “Our bandwidth-hungry customers come to us because they know we can give them the right solutions for their business combined with the reliability they need. We don’t have a call centre – everyone here has the knowledge and authority to deal with any issues that come up. Customers know we keep our promises and they trust us.”

The emphasis on service has allowed FastNet to develop strong relationships. “We still serve some of the customers we signed up when we started FastNet back in 1995.”

Active account management

From day one, FastNet has relied on BT Wholesale to help it deliver the high standard of service its customers expect. And, like FastNet, BT Wholesale has focused on relationships to grow business over time. “We aim to be on the front foot, bringing innovations and promotions to FastNet that help sharpen their competitive edge,” says Aiman Hamad, BT Wholesale’s account manager for FastNet.



In recent years, this saw BT Wholesale come to FastNet with a detailed proposal to migrate the business ISP to its 21CN network. “We knew FastNet’s customers need lots of capacity and reliability,” says Aiman. “Moving FastNet to the 21CN would allow them – and above all their customers – to benefit from MPLS technology.”

BT Wholesale then saw an opportunity for FastNet to save money on its Ethernet network by building an MPLS link into the BT trunk. At the same time, BT Wholesale recommended that FastNet move its hub to the newly set up metro node at Telehouse North where it would get better value rental.

Most recently, BT Wholesale came to FastNet with a proposal to help grow the ISP’s FTTC fibre broadband business. BT Wholesale would offer a discount on FTTC connections. Using this discount from BT Wholesale, and adding a little extra subsidy, means FastNet’s customers can upgrade to fibre at no cost. As Aiman explains: “Our success depends on FastNet’s success – and the more volume they can sell, the more we can support them with discounts.”

Suddenly, new things are possible

BT Wholesale’s discount on FTTC activation has helped FastNet accelerate the uptake for fibre broadband. “Yes the BT discounts help us put together the right fibre offer. We believe our completely free activation offer is unique and we are seeing high take-up rates,” says Joe Kerr.

FastNet is a leader in FTTC migration: 22 per cent of its customers have made the move to fibre broadband. Joe Kerr can see the impact on his business. Abundant bandwidth is changing the way FastNet’s customers deal with data. “With broadband, suddenly new things become possible. When a customer upgrades from 8Mbps to 80Mbps we wonder what they’re going to do with all that extra bandwidth. But they always find creative ways to put that extra capacity to work for their business.”

Joe points to disaster recovery and remote backup. “Customers thought these services were too hard to set up and they worried they would eat up their bandwidth. But once they get capacity they start to take these things seriously.”

So broadband means new possibilities for customers – and new opportunities for FastNet. “Our success selling fibre has boosted other parts of our offer. We’re selling 30% more remote backup and disaster recovery services to our customers.”

Joe believes the structure of the BT Wholesale FTTC contracts has helped in this too. “We invest upfront to give our customers the capacity and resilience their business needs. BT Wholesale’s contract period gives us a chance to recoup that investment – and a window to sell other products.”

Concluding, Joe says: “Ultimately, though, what we sell is based on what we think works best for the customer. Not on one sale – but through the relationship with us. We’re a service business and we’re interested in relationships.”