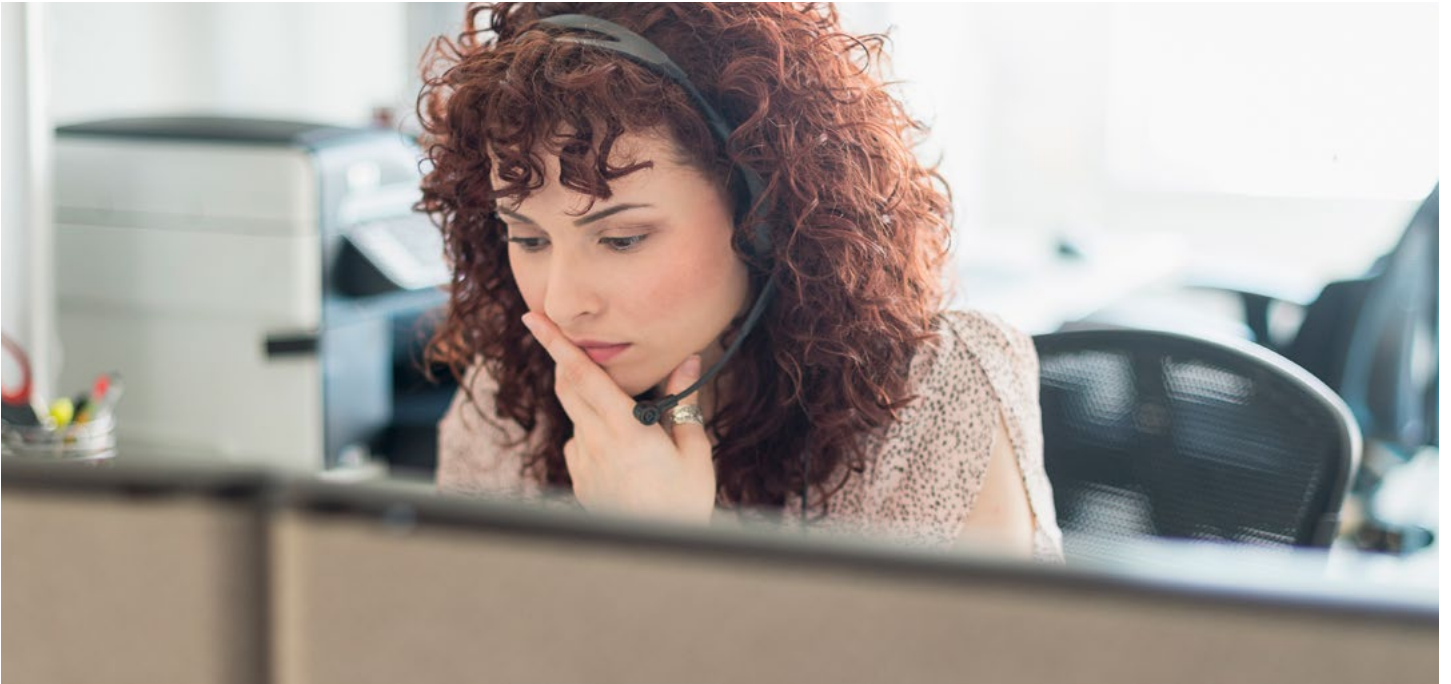


Rainbow Communications

June 2019



Our relationship with Rainbow Communications goes back over 20 years. Based in Northern Ireland, they're one of the leading independent telecommunications companies in the UK, with more than 10,000 business customers including over 45% of Northern Ireland's top 200 companies. Primarily focused on SMEs in the private and public sector, they offer customers a range of telecommunications, IT and telematics services. With a team of over 100 employees, dedicated account managers and customer support teams, Rainbow is committed to making sure their customers get the best possible experience.



The Challenge

Operating in a very competitive environment, Rainbow's customers wanted mobile, web-based comms, developing services and flexible working. While already delivering an excellent service they were very aware that they needed to do more.

David Beatty, Rainbow's director of technical sales, explains the challenges that they faced. "We had a large customer base, but looking ahead we realised that we needed to adapt and change. Not only to protect our own customer base, but to help them move forward. We needed to do this while still addressing new markets and new customers... and fighting off competition."

While they had been building a relationship with BT Wholesale for some time, they did look at other providers to assess whether they could deliver the solutions that would satisfy Rainbow and their customers. "Confidence in BT Wholesale's ability was key. Our customers need to be reassured that the underlying supplier is going to be there for the long haul. BT Wholesale has a long standing in the industry and that absolutely reassures customers."

It wasn't just about history and reputation, it was also about technology, as David explains. "Our customers are relying on us to advise them on the best technologies and they trust BT Wholesale to advise us to get it right. Our customers have confidence that their technology is being run by a global operator, who can look ahead for them and will evolve and adapt as new technologies are developed. They don't need to worry because they know they're in safe hands."

This development posed great challenges, but, as David suggests, "the greatest challenge was a mindset change within our own business.

For example, the sales teams had to overcome their objections to changing our product portfolio. We needed a partner who could help with our internal development and education too."

The Solution

Onboarding was simple. The BT Wholesale team worked hard to understand their needs and the requirements of their customers. Rainbow wanted to diversify and understood the need to move to the cloud. IP Voice Services (IPVS) empowered the initial shift along with signing up for Wholesale Centrix (WHC). In the six weeks it took to establish the service, we were able to train the sales teams and give them the tools they really needed. We also trained the wider team about the packages and affiliate tools: from configuring site features to integration with third party applications (e.g. Salesforce and Skype for business).

Throughout the process, the strength of the relationship between the two businesses has been obvious. We worked closely with Rainbow at every step; offering reassurance, our support and our expertise. We shared our knowledge; from switching off the legacy customer portals and replacing them with in-house portals; to developing a specific script that took a snap-shot of their systems to reduce downtime between the platforms over the transition.

The success they experienced stemmed from our excellent partnership and ability to work together, amplified by the services we provided to Rainbow and how we communicated the next steps in the process.

David Beatty told us how beneficial the partnership is. "BT Wholesale helped us to understand the new technologies and gave us the insight into where we needed to be in the future. They gave us a roadmap to look ahead and to be in the right place at the right time."

"Consistent reinforcement of the benefits and the impact from BT Wholesale was so important to us," David recalls. "They've helped us with events in Belfast to educate customers which in turn helped emphasize the message with the sales team. This support made our sales team feel more comfortable and confident. But it wasn't just in sales. Our engineering team was supported by the BT technical team as we moved from traditional technologies to the cloud".

Did everything run smoothly? It probably wasn't perfect. It was a huge learning curve for both of us, but we developed a strong relationship of trust and reliance. We supported Rainbow every step of the way as a true partner should and that partnership was built on interdependence and confidence.

The Result

Revenue growth was an obvious key indicator of their success. Their sales team saw an immediate shift in appetite with their customers opting for hosted over legacy technologies. Rainbow has increased their subscriptions now and are focusing on their cloud strategy.

"This is a true partnership", says David Beatty. "They invest time in our business. This in turn has kept the energy and motivation levels high across our teams. BT Wholesale is also realistic. They don't over-sell or push technologies but are always cementing what is right for us and for our customers. They've lived this experience with us, we've learned from each other and we've both developed throughout."

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