



BT Case Study – Potential for Managed Services within Large Corporate Clients

Background & Objectives

BT, a major international telecoms company and provider of managed IT services, sought to increase business with large corporate clients within a key vertical market sector in the UK.

To help develop a strategy to drive this increase, BT commissioned Rhetorik to undertake in-depth research into requirements in major UK organisations within the target market. The research would provide understanding into the needs and requirements of large corporates for selected products and services from the perspectives of both the IT decision-makers and key end-user departments.

Drawing on its extensive experience within end-user IT markets, Rhetorik developed a research study with the key objectives to:

- gain an in-depth understanding of the needs and requirements for managed services in the target vertical market
- explore key drivers and barriers to uptake
- establish the levels of IT penetration and expenditure within each company
- analyse the suppliers of these products and services and benchmark the service provided by existing suppliers
- establish the propensity of these organisations to outsource key requirements

Methodology

To address BT's objectives within the agreed budget and timescales, Rhetorik recommended a programme of in-depth telephone interviews with IT decision-makers and key end-user influencers of demand at major UK companies within BT's target vertical market.

Working closely with BT, Rhetorik developed two semi-structured questionnaires for in-depth interviewing and probing on issues by Rhetorik's experienced research team in two phases of research addressing each target group. The semi-structured questionnaire enabled Rhetorik's expert research team to collect quantitative data as well as probe on qualitative issues, attitudes and perceptions.

A total of 81 in-depth interviews were undertaken during this project with the two respondent groups. A sample was developed from lists provided by BT and crossmatched where appropriate with Rhetorik's extensive NetFinder database of IT end-user establishments and decision-maker contacts.

Results were delivered to BT in a detailed research report containing key results, conclusions and recommendations, as well as a personal presentation in MS PowerPoint. Full data tabulations were also provided together with all data from the field research in an SPSS analysis package to enable further analysis by BT.

Key Achievements

The research gave real insight into the key issues, needs and requirements of major companies in BT's target vertical market, providing a valuable contribution to the developing business strategy.

Based on the findings, Rhetorik made a number of strategic business recommendations to address the issues and opportunities identified. Amongst these was a shift in messaging to address barriers to uptake of services, and the development of marketing activities to build recognition in key sectors.

“ Rhetorik were able to provide valuable insights into a very complex market.

Making use of their NetFinder product to add value to the overall project. Our depth of understanding of the market has been considerably enhanced, allowing us to make more informed decisions on our future plans.

The really nice thing about working with Rhetorik was their approach to working closely with the client and to a tightly controlled timeline. This was really appreciated ”.

Steve Marsh, Market Analysis Team Leader, BT Global Services.