



Customer stories

Building a partner-first complete mobile offering

How we worked with our customer, Lister Communications, to develop a complete mobile service - keeping their customers, and the channel, as the primary focus.

btwholesale.com



Business profile

Lister Communication

Industry

Telecommunications

Organisation size

More than 40 employees

Location

UK



Pg 3

Overview

Our new proposition, Complete Mobile, provides full connectivity to our customers on the nation's best rated network.

Pg 4

Seizing the opportunity

Driven by the move to hybrid working, emerging tech like Artificial Intelligence (AI), Internet of Things (IoT), needing to attract and retain the best talent. Complete Mobile presents an incredible growth opportunity for businesses in the UK.

Pg 6

For partners, by partners

In keeping with the ethos of Partner Plus, Complete Mobile had to be made for partners, by partners. Lister Communications became a trial associate, testing the product and cataloguing every aspect of the solution.



Overview

All your connectivity needs in one place, purchased via a direct channel model.

Lister Communications is a managed service provider focused on small and medium enterprises, with customers across the whole of the UK. Recognising the mobile opportunity and having been a Partner Plus member since July 2022, we were one of the first partners selected to take part in the Complete Mobile trial. The team provided extensive feedback to refine a product fit for the channel.

Seizing the opportunity

Lister Communications was looking for a solution to capitalise on just that – seizing the mobile opportunity. Specifically, it was looking for a solution designed for the EE network, named the UK's best mobile network 10 years in a row.

Prior to Complete Mobile, Lister Communications had to navigate a host of different products or work from network-build only. It was too complicated. The team needed something that was simple in order to provide a fully managed service for customers. It immediately knew that Complete Mobile was for them.

At the same time, Lister Communications was struggling to communicate all the great work they were doing. It was unable to dedicate the necessary time and resource into a complete marketing plan, such as producing case studies, and re-vamping the website.

From innovating the mobile product itself, to supporting Lister Communication's marketing efforts, BT Wholesale fully engaged with the company and provided support all sides.



“Mobile connectivity is one of the most exciting opportunities in the channel right now. We launched Complete Mobile so our partners could capitalise on this, and be the sole supplier for their customer’s connectivity needs. Working with Lister Communications and our other partners on the trial was an invaluable experience. It made the solution the best it can be.

Having prioritised communications, listened intently to feedback and provided extensive marketing support during the trial and beyond, our relationship with Lister Communications continues to thrive. This is the level of support and expertise we strive to provide to every single one of our partners. We want you to know that BT has your back.”

Gavin Jones, Channel Partners Director at BT Wholesale



For partners, by partners

Our team was dedicated to soliciting feedback, taking their time, and were careful not to rush into anything, making sure everything was tip-top.

Specific feedback from Lister Communications meant that together, we worked on simplifying bundles, including introducing international roaming.

We refined the key benefits of Complete Mobile for the channel:

1. It's a true EE product, providing access to the best mobile network in the UK.
2. It's combined with BT Wholesale's unrivalled channel expertise as well as access to the EE business team.
3. It's simple. Resellers can brand the solution, define the contract and decide the support wrap.

This became reality because communication between the teams was unparalleled. After being given a trial SIM, Lister Communications had BT Wholesale contacts they could call on round-the-clock.

Meetings took place every week, and we ensured Lister Communications was always informed and updated. In tandem, Lister Communications took advantage of its Partner Plus benefits, working with our marketing team for support with campaigns, case studies, and the website.

“Our BT Wholesale team is incredibly strong, and the communication is unparalleled. During the Complete Mobile trial, BT Wholesale listened to our 22 years of experience and adapted product features to best suit the wholesale market. They took the time to test the whole offering, from the provisioning and pricing through to marketing. It was always a collaborative process.

Since then, we have had an excellent experience adding Complete Mobile into our operations. Our account manager, James Cushing, facilitated a seamless onboarding process. And, as part of Partner Plus, the proactive marketing team has been instrumental in supporting us throughout the year. Their assistance includes the production of a sales video and a valuable website audit and advice session. BT Wholesale has excelled in not only getting us up and running but also exceptional ongoing support.”

Jim Clapham, Director at Lister Communications

No signs of slowing down

Lister Communications was an early adopter of Complete Mobile, rolling it out to customers from the beginning. It already has over 1,000 connections since the launch, and shows no signs of slowing down. The aim is to have several thousand connections by the end of 2024.

The Lister Communications' team has also received glowing customer feedback about the simplicity and service provided. This is a testament to the seamlessness and flexibility of the product; resellers can make it their own, boosting their ability to support end users' evolving connectivity requirements.

What's more, BT Wholesale has seen a 25% increase in Partner Plus members, with more and more partners realising the value of the programme. From sales and marketing support to online tools and training, it's everything you need to grow your business, and serve your customers better.





Ready to learn more?
**Discover how we can achieve
better results together**

Offices Worldwide.

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

© British Telecommunications plc. Registered office: 1 Braham Street, London, E1 8EE.
Registered in England No. 1800000.

May 2024

JN: 1483423980