

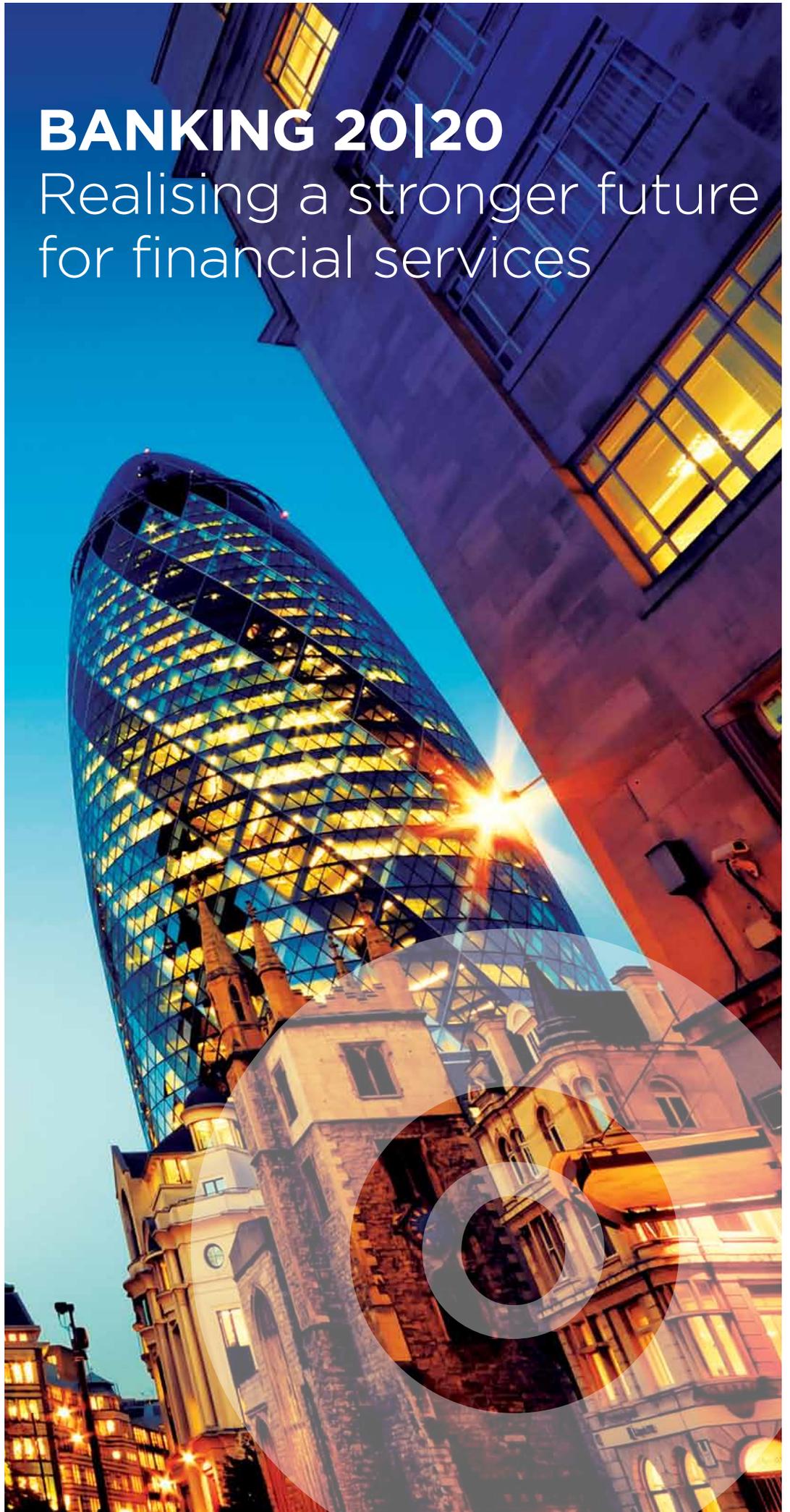
**one gtm**

CASE STUDY

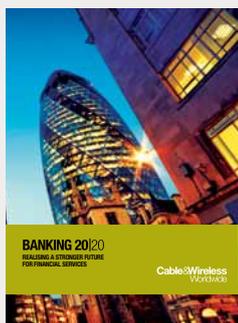
**Cable&Wireless**  
Worldwide

# BANKING 20|20

Realising a stronger future  
for financial services



To take advantage of the changing landscape, Cable&Wireless Worldwide needed to demonstrate that they had a deep level of insight into the sector



Brochure



Sales proposition



Presentation



Proposition summaries



## Key points:

- Our strategy was to increase CW&W relevance and perceived value by demonstrating how their solutions could address the huge challenges banks face in the coming decade
- The Banking 20|20 theme provided forward-looking vision of what the bank of 2020 would look like.
- The plan encompassed thought leadership publications, PR, go-to-market toolkits, sales enablement and internal communications.

## About the Client

With revenues in excess of £2billion, Cable&Wireless Worldwide is one of the UK's leading telecoms companies, delivering mission-critical IT and communications services to enterprise and public sector clients globally. Over 6,000 organisations rely on their high-quality managed voice, data, hosting and applications services to run their business.

## Strategy, shaping the bank of 2020

Cable&Wireless Worldwide has strong credentials within the banking sector and a long-term relationship with many of the world's leading banks. To enable them to capitalise on this position of strength, they made the decision to create a banking sector division within its Enterprise Business Unit.

The strategy was to increase their relevance and perceived value by demonstrating how their solutions could help banks address the huge challenges they face over the coming decade. The UK banking industry is in a time of major transition with balance sheets needing re-building, structural change being driven by regulators, new entrants challenging incumbents, and at least 9 million customers forced to have a new banking relationship as a result of government actions to increase competition.

To take advantage of the changing landscape, Cable&Wireless Worldwide needed to demonstrate that they had a deep level of insight into the sector, and use this to articulate the value that they could offer banks through their unique combination of service offerings.

## Target Audience

In targeting banks, Cable&Wireless Worldwide needed to shift the conversations from their traditional IT and Telecom's contacts, to C-level executives, to enable them to shape banking clients' thinking at an earlier point in their decision-making cycle.

The Banking 20|20 theme provided a vehicle to demonstrate Cable&Wireless Worldwide's market insight by setting out a forward-looking vision of what the bank of 2020 would look like. This enabled them to present their service offerings as important enablers for the bank of the future.

The market insight was also used to inform a white paper... which was part of the launch programme to demonstrate Cable&Wireless Worldwide's focus on, and understanding of the sector.



Whitepaper



Whitepaper

Through utilising the market insight analysis and the point of view, we were able to identify opportunities for Cable&Wireless Worldwide to build thought leadership around the issues relevant to banking sector clients

## Objectives of the Programme

To develop a point of view and set of propositions for Cable&Wireless Worldwide within the banking sector, which demonstrated their understanding of the sector, and value as a strategic supplier.

- To raise perceptions within the target audience of their credibility and position as an authoritative voice in the sector
- To raise awareness within banking of their focus on the sector and how Cable&Wireless Worldwide's solutions could help banks address their primary challenges
- To produce new pipeline opportunities with banking sector clients and prospects, ultimately delivering incremental revenues and margin

## Programme Approach

In delivering the programme, market insight was a key input at each stage of the programme and helped ensure that all activities and deliverables were underpinned by a common set of messages, based on the issues which were most critical for banking sector clients. There were five key stages to the programme:

### 1. Market Insight

The initial phase focused on ensuring we had a comprehensive analysis of the forces driving change within the UK banking industry and the challenges facing Cable&Wireless Worldwide's banking clients.

OneGTM worked with internal Cable&Wireless Worldwide stakeholders to produce a consolidated Market Insight document based on a combination of internal knowledge, direct input from customers and available research from analysts such as Gartner. This document provided a key input to the next phase which was to define the go-to-market strategy for the sector.

### 2. Go-to-Market Strategy

Through a series of workshops and meetings, we developed the banking sector go-to-market strategy. This clearly defined Cable&Wireless Worldwide's target market and audience within the sector, their 'point of view' about the key issues, and propositions to the banking sector. The three banking sector propositions, Agile Infrastructure, Connected Customer and Future Workplace were framed to address the key issues facing banking sector customers and were clearly linked to the point of view. As Cable&Wireless Worldwide stakeholders from different functions were involved in the strategy workshops, it ensured that there was broad understanding of how they could address banking client's key issues, and that there was widespread buy-in to the chosen strategy.

### 3. Go-to-Market Planning

OneGTM then developed a comprehensive go-to-market plan to launch the Banking 20|20 programme. The plan encompassed a broad range of activities, including thought leadership publications, PR, customer communications, events, go-to-market toolkits, sales enablement and internal communications.

Through utilising the market insight analysis and the point of view, we were able to identify opportunities for Cable&Wireless Worldwide to build thought leadership around the issues relevant to banking sector clients. These could also be linked back to their sector propositions. A central element in the thought leadership plan was the commissioning of primary research from YouGov, The Banking Customer Journey, looking at how, when and where banking customers wanted to interact with their bank at different points in the customer life cycle, and exploring what factors influenced customer perceptions of value and trust in their banking relationships.

Cable&Wireless Worldwide received several multi-million pound contracts re-signed, aided by their ability to communicate a clear vision for the sector



YouGov report eDM



YouGov report



British Banking Association Video

To find out how OneGTM can help your business call 0203 693 1211 email [info@onegtm.com](mailto:info@onegtm.com) or visit [onegtm.com](http://onegtm.com)

#### 4. Go-to-Market Execution

We then managed the execution of the go-to-market plan and took accountability for deliverables within the plan. The key conclusions from the Market Insight were incorporated into a messaging framework, which was used as the basis for developing brochures, websites, sales tools etc. All of the materials developed to support the campaign were 'market issues led' helping to ensure that Cable&Wireless Worldwide was positioned as an organisation with a genuine understanding of the issues affecting the sector. The market insight was also used to inform a white paper, 'Banking 20|20 – A Stronger Future For Financial Services', which was part of the launch programme to demonstrate Cable&Wireless Worldwide's focus on, and understanding of the sector.

#### 5. Sales Enablement Programme

Through sales training and monthly team reviews, we equipped the Cable&Wireless Worldwide sales teams with the tools and knowledge they needed to develop opportunities around the sector proposition

### Results

The sector launch was widely considered a great success. Key successes tracked during the early stages of the implementation showed:

- Coverage of Cable&Wireless Worldwide's insight and points of view across 14 publications including the FT, Retail Banker International and The Independent, and 34 broadcast channels, including Bloomberg, CNBC and FSTech
- Website visitors up by 1700%
- Customer advocacy ratings increased by 37% in the 6 months after launch
- Cable&Wireless Worldwide received page views of 9,070, collateral downloads of 538 and video downloads of 507, as a direct result of the campaign
- New engagements with C-level contacts in a range of new and existing accounts to discuss Cable&Wireless Worldwide's Banking 20|20 vision
- Several million pounds of additional pipeline opportunities within 6 months of launch
- Several multi-million pound contracts re-signed, aided by Cable&Wireless Worldwide's ability to communicate a clear vision for the sector

#### Client Testimonial:

"OneGTM has made a great contribution to the successful launch of the Cable&Wireless Worldwide banking sector. They've provided first-class support throughout the process – from helping us define our propositions and build strong thought leadership positions, through to creating and delivering a comprehensive go-to-market plan. Everything has been delivered to a very high standard and already is producing great results for us in terms of market awareness, customer engagement and pipeline."

– Sam Hoyland, Marketing Director, Cable&Wireless Worldwide