



Effective internal and external communications is crucial to benefits realisation

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Ritchie Somerville
Service and Development Principal Officer
City of Edinburgh Council

BT can assist in marketing the solutions it provides: helping clients to promote awareness to all stakeholders and to maximise the value gained from transformation projects

Marketplace

Delivering strategic IT projects needs methodical implementation and often involves the development of new processes. Effective communication can help deliver business growth by promoting the benefits of a project to external and internal audiences. Carefully explaining changes to clients is vitally important and can make an enormous difference to the success of a project. Timely and consistent internal communications will increase employee engagement for maximum benefit.

Business opportunity

Developing the marketing messages and collateral to keep stakeholders informed of a project's objectives and progress requires expertise. BT has a vast range of marketing experience across all industries and offers powerful marketing and communications services to help with the effective execution of strategic IT projects. BT also has well-established media relations, campaign management, and publishing capabilities.

BT solution

The dedicated BT Account-Based Marketing and Communications team provides a full range of services to support client projects. It supports the client's solution delivery team in external marketing and internal communications activities such as:

- Helping clients promote their projects and raise awareness with stakeholders and – as appropriate – in the community and within Government
- Building a more focused team with internal communications such as announcements, updates, quarterly team talks and inductions
- Creating a clear and open communications channel and providing a single point of contact to maintain consistent messaging
- Managing hospitality and events; promoting the project positively to the media; and identifying potential negative PR issues and minimising their impact
- Generating collateral and creating opportunities to promote the project such as case studies, presentations, advertorials, editorials, and bid response templates

Case study

BT Account-Based Marketing and Communications

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Results

BT is providing highly successful Account-Based Marketing and Communications services to partners such as the City of Edinburgh Council and the Land Registers of Northern Ireland – helping to deliver integrated, flexible, and innovative marketing solutions to support project delivery.

Case study: The City of Edinburgh Council

The City of Edinburgh Council’s Planning and Building Standards services were considered time consuming, inconvenient, complicated, and costly. In partnership with BT, the Council overhauled its back-office systems and transformed the way in which Scotland’s busiest planning and building standards services were delivered to businesses and the general public.

Launching the capability for the public to view planning applications and building warrants online through the Council’s planning and building standards portal was imperative to the success of the project. Building relationships with the solicitor community in Edinburgh enabled BT to research and understand the property enquiry market, helping identify new service opportunities and ways in which to improve the look and feel of the product.

Offices worldwide

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As well as the Council’s website, BT and The City of Edinburgh Council used several strategies to promote the new services, including:

- Market research surveys, focus groups for people in commerce and the community, promotional brochures, and step-by-step registration and user guides
- Articles for the Council’s newsletter, the Law Society and Edinburgh Solicitors Property Centre publications
- Media launch events, which received local and national press coverage, and ongoing written communication with the solicitor community
- Workstations were set up in the Council front office and potential users were invited to trial the system

Ritchie Somerville, Service and Development Principal Officer at City of Edinburgh Council says: “With limited in-house resources, the involvement of BT enabled us to establish a collaborative marketing approach that helped make this project a success.” The success has been widely acknowledged through a number of awards. Most notably the Public Access e-Planning system won an award for “Outstanding Performance and Quality in Development Control” at the Scottish Awards for Quality in Planning. The Planning and Building Standards project was also a finalist in the e-Government National Awards in the category of “e-Government Excellence, Local Government: Strategic Plan/Achievement”.

Case study: Land Registers of Northern Ireland

Faced with an ageing paper-based records system and growing public and business demand for improved service, the Land Registers of Northern Ireland (LRNI) entered into a 12-year strategic partnership with BT to transform the way it works, how it maintains records, and how it delivers service to business and the public. Part of the project was the launch of “**landweb direct**” – a customer-focused service that allows users online access to LRNI digitised records.

After a successful six-week trial, the **landweb direct** service was rolled out county-by-county, commencing in Fermanagh and finishing with Belfast. Promotion of the **landweb** brand was central to the programme’s success and the **landweb** visual identity was applied consistently through all internal and external communications.

Marketing professionals from BT and LRNI worked together to create awareness around the brand and use it as a means to grow the customer base through publicising project news and generating buy-in across the wider project team. BT carried out a range of activities to help deliver and promote **landweb direct** as follows:

- Organising a road show to promote the **landweb direct** project, and facilitating and managing a pilot user group
- Leading a county-by-county rollout programme, including three user training seminars in each location, and tracking results in a monthly report
- Generating collateral, such as user manuals and promotional brochures, datasheets and case studies
- Raising awareness with media releases and editorial pieces in local and national press, together with website updates and management
- Providing organisational support for internal staff communication events and updates for monthly newsletters.

The **landweb direct** service has enabled LRNI to improve efficiency and meet increased demand in a buoyant real estate market, and by 2006 **landweb direct** accounted for 71 per cent of total LRNI transactions. Awareness of **landweb direct** is high, with a recent survey confirming 93.6 per cent public recognition of the service. In August 2005 over 50 per cent of all solicitor companies in Northern Ireland were actively using **landweb direct** – accounting for around 80 per cent of total transaction volumes generated by solicitors. The user base is constantly expanding and now includes the police, banks, and other local and central government departments.

The success of the project has been noted externally with the **landweb direct** project a winner of the IT category at the PFI Awards and being highly commended in the National eGovernment Awards Take-up category. The project also received acknowledgement at the Government Innovation Awards 2006.

Main BT products and services

- BT Account-Based Marketing and Communications