

Case study

# Delivering large-scale projects through bespoke support

How our Managed Order Desk and connectivity solutions helped Daisy Corporate transform a national hospitality chain, saving them time and money



## Overview

Our Managed Order Desk allows partners to better serve their customers. With access to BT Wholesale experts and resources we will handle all your orders and suppliers so that you can focus on your core business, saving time and money, and reducing risk. This, coupled with our outstanding connectivity solutions, means partners can rely on us.

In the case of **Daisy Corporate**, our expertise has supported the communications provider to deliver a large-scale connectivity rollout in record time.

## What to do when there aren't enough hours in the day?

Daisy Corporate is part of the Daisy Group, one of the UK's largest providers of communications and IT solutions. It recently won a corporate contract for a leading high street pub chain with 1,600 sites across the country.

Since the pandemic, the public has become more digitally savvy and expects a faster, more convenient leisure experience. As a result, retail and leisure operators are upgrading their existing, legacy connectivity infrastructure to a faster and more reliable next generation network. Daisy Corporate's customer wanted to guarantee its clientele had reliable, fast connectivity to order from their phones, whether inside or outside; ultimately becoming the "Pub of the Future".

Daisy Corporate was tasked with providing a staggering 500 sites with Ethernet and 1,100 sites with SoGEA and full fibre broadband (FTTP). It soon became clear that the orders were complex. The time and cost of finding resources and training personnel to meet demands meant that Daisy Corporate might struggle to deliver this project on



time. With an ambitious timeline from its customer, Daisy Corporate needed to outsource the ordering process and work closely with BT Wholesale to get the results.

## Becoming one team

To support the "Pub of the Future", our Managed Order Desk team collaborated closely with Daisy Corporate. Initially, we were solely tasked with ordering connectivity circuits, but once Daisy Corporate realised just how much time it was saving and how this reduced risk for the company, the scope evolved to placing, modifying and tracking the orders. Daily meetings were put in place alongside a bespoke reporting structure to allow Daisy Corporate to keep up to date with the project's developments.

What's more, within our Managed Order Desk we have access to Openreach's Value Added Customer Services (VAS). This means we can absorb the cost for Daisy Corporate and can intervene on orders which need special attention – saving money while continuing to deliver great service.

In tandem, we rolled out Ethernet, SoGEA and FTTP at record speeds. Daisy Corporate said the

delivery was fantastic because of the dedicated BT Wholesale team. This included providing flexible project management, such as out of hours connectivity rollouts at retail sites, so that pub landlords were not disturbed.

**"I'm proud that our Managed Order Desk team went above and beyond to guarantee incredible customer service and support Daisy Corporate during this project. Without them, Daisy Corporate would have had to make difficult decisions to cut the contract short or overrun the timeline. By working together, both teams have been able to deliver connectivity fit for a 'Pub of the Future'.**

**We know how important it is that our partners deliver the best results to their customers. That's why we make sure we understand how you work to become part of your team. It all comes back to the fact that together we mean business."**

**Gavin Jones**

Channel Partners Director at BT Wholesale

## A partnership that pays off

In the first three months alone, we delivered over 200 SoGEA circuits. We completed the whole project within eight months, delivering more than 770 broadband circuits and ordering over 300 Ethernet circuits.

By becoming an extension of the Daisy Corporate team and working together, we reduced the average delivery time for broadband and Ethernet circuits so the project ran ahead of schedule. Not only that – we have saved Daisy Corporate over 159 days of total labour effort.

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## We have saved Daisy Corporate over 159 days of total labour effort.

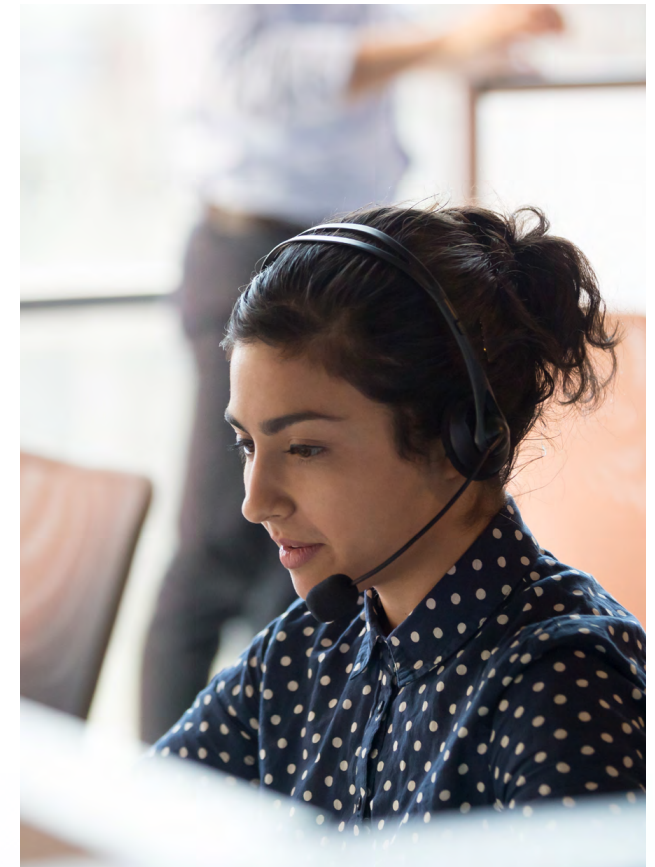
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The pub chain has been so impressed it awarded Daisy Corporate with a new contract for another nationwide rollout, which it is working with BT Wholesale to deliver. Daisy Corporate is also now a member of Partner Plus, where it can access exclusive discounts, marketing support and even more insights into how to best support its customers.

**“BT Wholesale’s Managed Order Desk team has been crucial in helping us deliver this project. Since working together, our time to deliver has come down from 30 days to 20 days. But what really stands out above all is our relationship. I don’t think of us as different teams at all – we’re all working towards a common goal.**

**We’ve received outstanding service and BT Wholesale continuously goes the extra mile to make sure we’re kept in the loop. The project management and customer service has been really tight. If there’s ever a bump in the road, we have a group of people behind us that will level it out. We’re grateful to be working with BT Wholesale and we are looking forward to continuing our relationship.”**

**Daisy spokesperson**



# Learn more

If you'd like to know how our Professional Services can support your business and help you grow, visit [btwholesale.com/professional-services](https://btwholesale.com/professional-services), or speak to your account manager.



## Offices Worldwide

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August 2023