

## Phoenix IT

### Using innovative apps to drive services sales

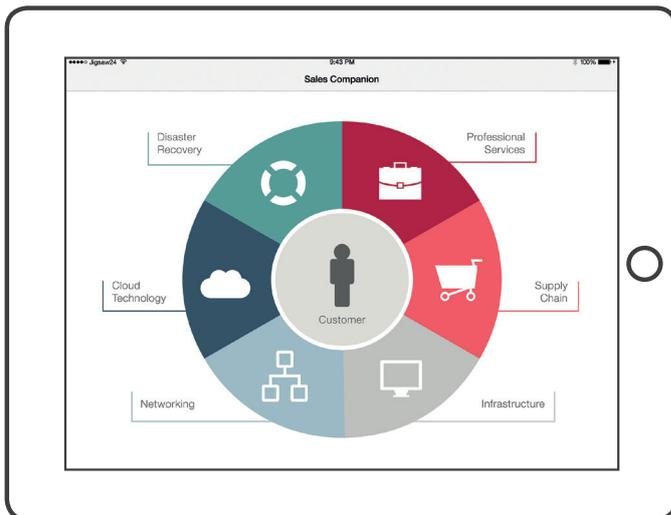
Ahead of the launch of their CloudSure UK hosted cloud services, Phoenix IT wanted to develop an app that would enable salespeople to have structured, productive meetings with new clients. "The intention was to give the team a price list that we could update dynamically," explained sales director Tim Bodill. "What I got out of the app was a lot more than that."

#### Raising attach rates without compromising consultancy

Phoenix IT have been at the forefront of IT provision since 1979, and have built their formidable reputation on designing incredibly bespoke solutions on a client-by-client basis. However, as Tim explained, this level of customisation meant that "we had no price list, no product list, and salespeople were having blind conversations with customers rather than there being any structure [to the pitch]." In an increasingly consumerised IT industry, there was concern that this approach was losing Phoenix IT key attach sales.

"We're very much a services-based organisation, and we've historically designed a different service for every customer. But the IT industry is changing in such a way that people are now looking for a solution that does 95% of what they want but is commercially more attractive than a fully bespoke system. [At the same time] we had great customers who we were selling very high-end services, and they'd be buying their desktops off someone else! So what I wanted was to get an intuitive price list in front of the salespeople."

The company already owned 100 iPad, and Tim quickly realised that these would allow Phoenix



“I’m very old school in the way that I view sales teams. I want to know that they’re doing a lot of appointments, I want to know that they’re talking about the right things, I want to know that they’re able to turn a quote round quickly. Our iOS app gives me all that, far more than a traditional bit of paper.”

**Tim Bodill, Sales Director, Phoenix IT**



### In a nutshell...

#### Who are Phoenix IT?

Phoenix IT are one of the UK's leading managed service and business continuity providers, working with clients like Radicon and Experian.

#### What did they need?

A dynamic sales app that could be used as a catalogue, price list and quote generator, as well as ensuring universal access to marketing collateral and standardised documents like terms and conditions.

#### How did we help?

We built a prototype that Phoenix IT could use to onboard senior partners, then developed and maintained a fully functional app.

#### What were the benefits?

- Sales staff now have a guide with which to structure conversations with new customers.
- They can showcase solutions on the device that they're talking about, so a conversation about CRM tools, for example, can also function as a demo.
- They can generate quotes and send them to the customer before leaving a meeting – with all the relevant documentation and collateral attached.

IT to create a price list and product catalogue that was “something dynamic, that we could remotely and continuously update, that we could include relevant content like case studies on – and of course the fact that we’re using the technology we’re talking about is a massive bonus as well.”

## Finding a development partner

Phoenix IT had partnered with us on previous Mac-based projects, so we were the natural choice to ask about developing an iOS app. Tim had put together a specification document outlining what he wanted the app to achieve and which of Phoenix IT’s existing systems it needed to integrate with, and our team then visited Phoenix IT’s site to audit their current practices and identify what kind of functionality would benefit the company most.

We agreed the core functionality of the app, including an interactive sales catalogue, a simple quote generator and the ability to attach marketing collateral to any quote.

Phoenix IT were also keen to standardise their project documentation and automate as much of the work around simple contracts as possible: “In our previous model, because every solution was designed from scratch, so were the terms and conditions. We had to go through the whole legal process for every single deal. Standardising things on iPad means we can now turn around a quote in seconds.”

## Generating revenue from partner companies

Once the core functionality was agreed, our team created a prototype for Tim to showcase to Phoenix IT’s senior partners at their sales conference. Despite the tight deadline, both the firm and the vendors they work with were impressed.

“Every reaction I’ve had has been tremendous,” said Tim.

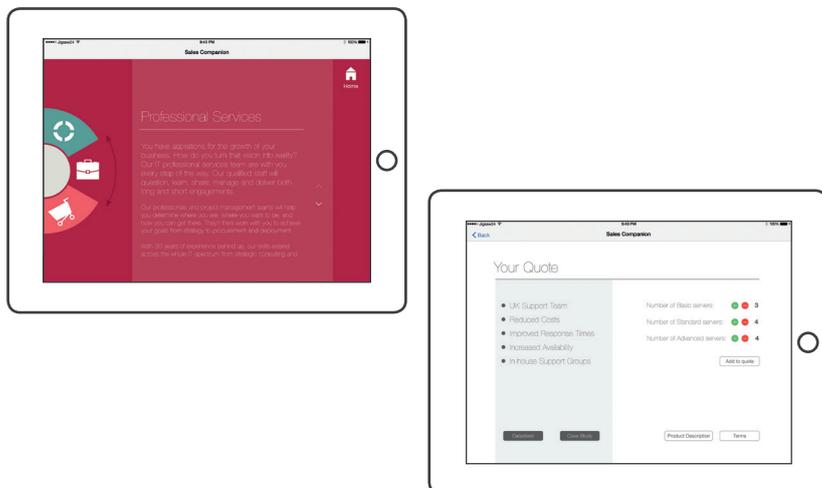
Although he’s keen to offset the cost of the app by incorporating vendor partners, Tim’s determined that the app “doesn’t become advertising space. It’s a Phoenix IT app”. This is reflected in the finished app’s design, which places Phoenix IT’s branding front and centre, and can be updated to match their most current collateral.

We’re continuing to work with Phoenix IT to add functionality to the app and make sure it works on the latest version of iOS. “Every engagement with Jigsaw24 has been very positive,” said Tim. “The engagements are always very proactive, very friendly, very innovative, with lots of different ideas and approaches to the way we can do things. We’re recommending them to as many different parts of our organisation as possible, and everyone unanimously has a great story to tell about what happened when they were working with Jigsaw24.”

## Reinvigorating sales staff

While it’s still early days for Phoenix IT’s rollout, Tim is excited at the possibilities he can already see for the app. “We can say, ‘I’ve got something to show you, and it’s on the technology I’m talking about,’” he explained. “Being able to bring up a case study instantly or give a customer a quote instantly instead of days later is something that sets us apart from the competition. And it looks very slick because it’s on iPad.”

“I have no doubt that the app will mean a significant change in the way the sales team behave and the level of success they have. Ultimately, it will enable a much more disciplined approach to structuring conversations with new customers, but it’s also little things: people want to use it, they want to go and talk to a customer and show them what we can do. My belief is that it will significantly change the standard of behaviour and discipline across the team to something that we just don’t see today.”



“When we deal with Jigsaw24 it’s a very proactive, very friendly, very innovative engagement every time – lots of different ideas, lots of different approaches as to how we can do things. I can’t praise the organisation enough. Everybody at Phoenix IT unanimously has a great story to tell about what happened when they worked with Jigsaw24.”

**Tim Bodill, sales director, Phoenix IT**

To find out more about how bespoke apps can help your business, get in touch with the team on the details below.