

Cloud 9

Business Background

Cloud 9 is a telecoms carrier provider who offer a range of business solutions to SMEs. Working with business start-ups through to large enterprises they provide a comprehensive portfolio of telecoms solutions such as call centre installations, voice and IT collaborations and broadband provision. In addition they provide a range of related IT services including disaster recover and change management expertise. Their key focus is to provide a bespoke and quality service to their clients.

Introduction to the Transformation for Growth Project

The business had not previously accessed business support and began working with The Transformation for Growth Project after it was contacted directly by the project. The business had previous experience of engaging with Aston University through the Business School.

Having already decided that they wanted to pursue mentoring support, they were attracted by the offer of 'someone from outside the company who would be willing to help and advise us, sit with us and go through our pains, and ask if we have thought of particular things'.

Activity within the project

The owner had undertake The Receptivity for Change Toolset, which covered a lot of material, all of which was relevant – and, in particular, the graphical output was

regarded as highly useful in terms of showing where the company was changing and growing, and where potential weaknesses and challenges lay.

The owner has followed the four stage process, which includes sufficient flexibility to focus on the most relevant parts of the process for the company.

Impacts

- There business has implemented a more effective documentation of procedures and processes, which was previously 'all in my head'. The business has employed a traffic light system to facilitate prioritising and dealing with customer faults, enabling them to more effectively follow the protocols set out in their service level agreements. KPIs have been introduced, to facilitate more effective monitoring of supplies and highlighting of difficulties. Similarly, there is now a regular summary of CRM data, and there is, in general, greater reflection on the processes, and where lessons can be learned.
- The end result is the owners have created more time and (through greater reflection on data) knowledge in order to plan for the future, rather than being overly engaged in operational issues: 'Thinking used to be weeks ahead, now it's months ahead'. This has also facilitated better communication between the owners, because they are more aware of each other's plans and priorities.

Find out more

Cloud 9

Innovation Birmingham Campus, Faraday Wharf, Holt Street, Birmingham Science Park, Aston, Birmingham, B7 4BB
www.cloud9.uk.com

Visit: www.thetransformationproject.co.uk

Contact: Dr Michael Butler

Supported by:



+44 (0) 7919 926362

info@thetransformationproject.co.uk

Discuss co-applying for grants and ideas for impact

-
- The Receptivity for Change Toolset highlighted the need to examine sales and marketing processes, which have been informed by their collection of data. They have recently established a new marketing campaign, including SEO activity. The new marketing has brought in new sales.
 - The business is more effectively analysing the risks and benefits they face: 'before, our method was throw mud at the wall, and see what sticks. We're now looking at contracts over the longer period of time – our time has been freed up by changes to the process side, so we can see what would happen if lost some contracts – the risk element has been highlighted more'. This greater level of consideration has shifted attention away from simply obtaining more contracts in favour of firmer decisions on their future direction, and to devise plans to mitigate risks.
 - Receptivity for Change and the discussions with advisers have thus led to a refocusing of how they considered expansion.
 - The positive experience of Transformation for Growth has led them to consider getting additional, similar support to further concentrate their focus: 'I wish we could do this every year, to have someone come in and suggest the way to go!'

Summing up the impact

'It's nice to look back and take 5 minutes, to see where you are and where you want to be, instead of everything being chaotic. It's nice to have that backseat approach, see what's going on: what is the thing that's taking up all my time or causing problems, and how can I fix it? So, it's helped me in both my business and personal life to have more time through structure.'

Find out more

Cloud 9

Innovation Birmingham Campus, Faraday Wharf, Holt Street, Birmingham Science Park, Aston, Birmingham, B7 4BB

www.cloud9.uk.com

Visit: www.thetransformationproject.co.uk

Contact: Dr Michael Butler

Supported by:



+44 (0) 7919 926362

info@thetransformationproject.co.uk

Discuss co-applying for grants and ideas for impact