



Whitepaper overview

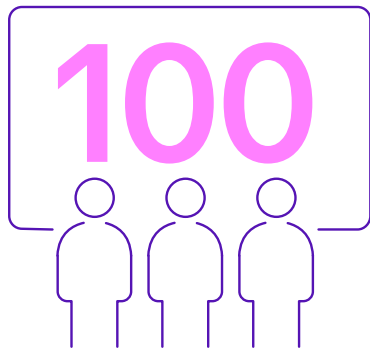
“A story of engagement: a deep dive into UK channel partner priorities and why growth is dependent on transparency”

The last few years have been marked by big changes and significant economic pressures. With more challenges ahead, how is the channel preparing? What are businesses prioritising in order to secure continued growth? And where will the next big opportunities be found?

To find out, we commissioned a new survey of channel leaders, conducted by Coleman Parkes, and covering everything from marketing to recruitment.

In this overview, you'll get a sneak peek at some of the key findings. Check out the full report to learn more.

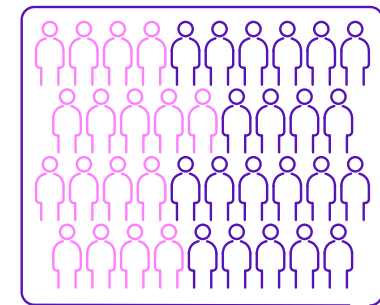
Research strategy



The survey questioned 100 UK channel decision-makers.



90% were from SMEs with up to 250 employees.



Over half of the interviewees were company directors.

The participants were asked a series of questions about their priorities for the next 12 months.

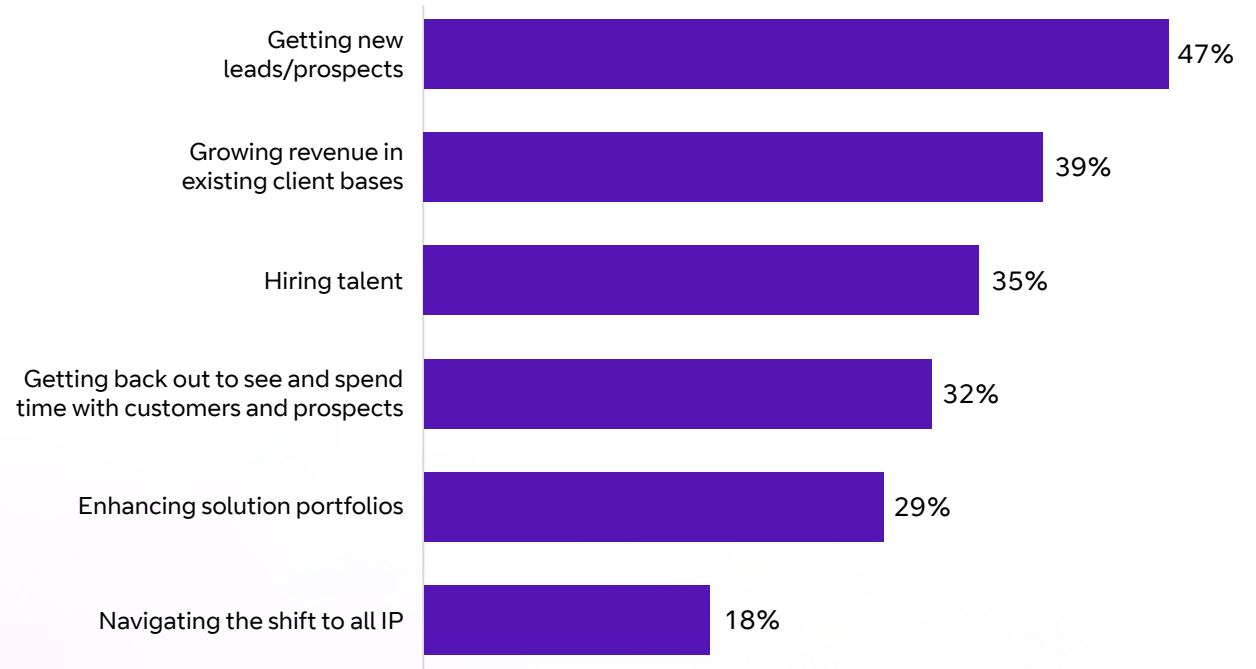
Key priorities

1. Growth

For partners, the top priority for the next 12 months is growth.

Businesses are looking for ways to generate new leads and to achieve growth through both new and existing clients. This is particularly important following the difficulties of the past two or three years.

Top business priorities

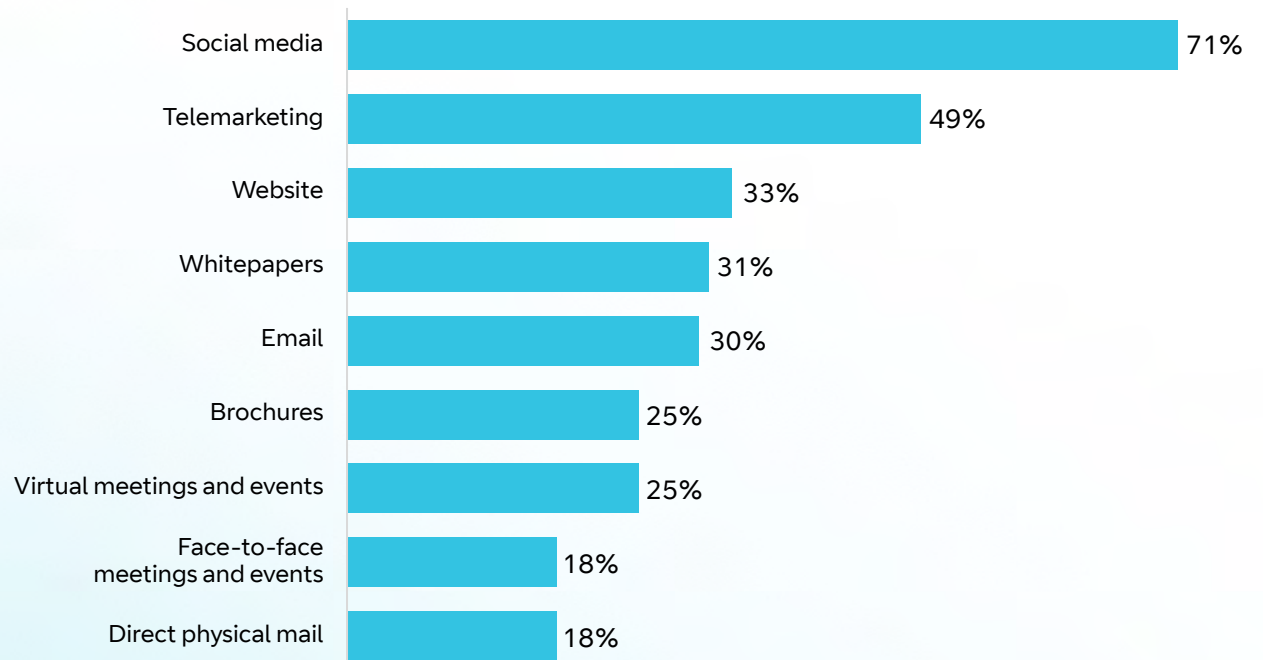


However, **89%** of respondents felt that maximising awareness of their brand was a real challenge.



When the survey looked at the generation of new leads, the results showed how much times are changing. According to the participants, the top channel for lead generation (by a large margin) is social media. Interestingly, virtual meetings and events are seen as more important than their face-to-face counterparts.

Marketing channels generating the most leads

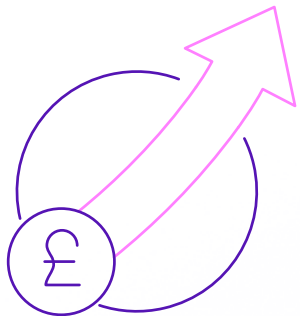


2. Marketing

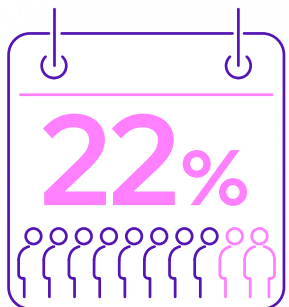
How can businesses stimulate growth?



90% identified marketing as being the most important driver of sales.



Most businesses plan to increase their marketing spend.



However, only a minority (**22%**) intend to invest more than £50,000 on marketing over the next 12 months.

How will this be used?

53%

of organisations use one or more third-party marketing agencies, whereas the remainder use in-house resources.

88%

believe that their efforts could be helped by off-the-shelf marketing materials.

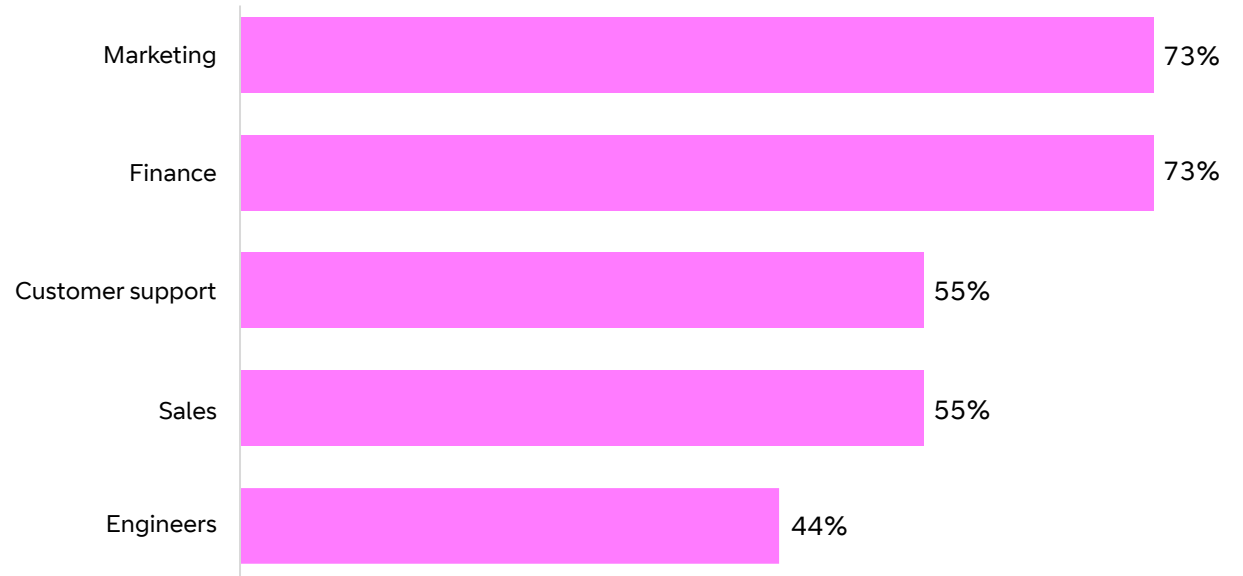
68%

felt that the recent increase in hybrid working has had a positive effect on their marketing strategy.

3. Resources

Although nearly half of the businesses reported using internal teams for all of their marketing, many also mentioned a significant skill shortage in this area (as well as in sales and customer support).

Businesses with skills shortages



Key challenges

1. Economic

The devastating impact of the pandemic, which hit some sectors (such as hospitality) particularly badly, continues to ripple through businesses, affecting their ability to bounce back quickly.

This has been compounded recently by the worsening economic climate.

However, digital transformation and various technological advances offer hope for the future.

2. Technological

One of the biggest challenges on the horizon is the PSTN switch-off in 2025.

The challenge for most businesses is preparing for all-IP so they can avoid disruption to their operations.

This is where Partner Plus can make a real difference, by providing businesses with the support, advice and solutions they'll need.

3. Engagement

Ultimately, to achieve real growth, businesses need to engage and interact with their customers. Indeed, customer feedback can offer vital input when developing any new plans for growth.

65% believe that the characteristics customers value most from a technology supplier are **transparency** and **simplicity**. These are seen as even more important than cost or value for money.

Conclusion

These are challenging times for many businesses – but there is light at the end of the tunnel. The very challenges that companies face could force them into making decisions they’ve previously avoided – ones that could transform their future prosperity.

At the centre of the changes that lie ahead is the role technology can play in meeting customer needs and helping them to embrace an all-IP future. Partner Plus is committed to supporting businesses by using technology to turn the many challenges ahead into exciting new opportunities.



The full version of this whitepaper is available to download now – exclusive to Partner Plus members.

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