



# Uniworld

Strategy, Channel and Business Development

↘ case study

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**OMNISITY**

“Omnisity quickly became part of the team...  
the results achieved speak for themselves”

Michael Thornton  
Sales Director  
Uniworld Communications Limited

# Background

Uniworld is a leading provider of Telecomms and related services to businesses across the UK.

With over 300 Channel Partners throughout the UK Uniworld's traditional LCR business has expanded rapidly to include IP based solutions, Business Applications and a wide range of data solutions.



# Strategy

Omnisity was commissioned to work with Sales and Marketing management to undertake some primary Channel and end market research and to develop a marketing strategy for the newer products and solutions.

The strategy was developed based on internal workshops as well as the external research, and delivered and accepted by the board including a fundamental reshaping of the organisation's approach to the Channel.

# Channel Development

Omnisity worked with the Sales and Marketing teams to create a repositioning of the Channel offer and approach. This was then developed into a launch programme involving a major Channel launch event.

Omnisity continued to work with the teams to develop the 'solution selling' skills and processes to and through the Channel.

# Business Development

Omnisity was commissioned to develop and implement a multi-disciplinary integrated lead generation programme. The programme utilised web, email, direct mail and telemarketing to create opportunities, to be shared with the channel, from specific sectors identified by the initial research.

- **Strategy gained all necessary approvals and high degree of buy in from Sales and Marketing teams**
- **Channel change programme launch gained 95% buy in from all Channel Partners**
- **Pilot Business Development programme gained 6% response from cold SME data**