

CASE STUDY



Brownlow Utilities



Sector:

Energy consultancy



Services:

Telemarketing, Inside Sales,
Pipeline Management

Activity Outputs:

- ✓ Bottom line growth from new customers
- ✓ Established a “close only” lead funnel
- ✓ Nurturing a pipeline of £2.6m potential savings

Brownlow Utilities is an energy consultancy specialising in added value, sustainable utility solutions for businesses of all shapes and sizes. They were founded in 2013 by Directors Shaun McClarnon and Stephen Cross following long-held leadership positions with Norweb, United Utilities and Utility Masters.



Not long after launching Brownlow Utilities, Shaun and Stephen identified an incredible opportunity to work with tens of thousands of British businesses, in the shape of a unique utility bill validation consultancy.

Years of sector experience and extensive knowledge told the pair that something wasn't quite right with commercial water billing. They discovered that many organisations had overpaid for their water usage by up to 75% due to provider errors.

Shaun and Stephen tapped into a little-known rebate programme, and alongside Sales and Marketing Manager Amanda Byrne, began raising awareness amongst eligible businesses. The consultancy not only calculated overspend and delivered rebates going back 4 years but pinpointed where customers could permanently reduce utility spend and water usage.

With such vast numbers able to reap the financial and sustainability benefits, it quickly became unviable for the team to undertake calling, especially while driving other strategic initiatives. Amanda and Stephen, leading the programme, knew support was needed, but was skeptical of outsourced telemarketing. That all changed when they took a call from Joe at Bollin Green.

“I immediately felt there was something different about Bollin Green”

“Even from that initial conversation, Joe's commonsense communication, understanding of what we have to overcome in the energy sector added to clear telesales expertise, gave me the confidence that Bollin Green could help. I genuinely felt they could deliver results and began our utility bill validation campaign straight away”, Amanda recalls.



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Bollin Green offered something foundational to success, says Amanda, in “being able to speak to everyone, extremely effectively”. “The nature of what we do means working with businesses of all sizes and sectors, plus unlimited job titles. This calls for exceptional communication skills and an ability to retain and personalise critical information on the spot. Bollin Green are outstanding at this”.



Bollin Green were soon nurturing a pipeline of £2.6m in potential water bill savings, identified by rigorous Brownlow Utilities research. This marrying of expertise – opportunity analysis with telesales – continues to be a powerful formula, achieving significant customer outcomes and bottom-line growth for Brownlow. It is also just one of many alignments which define the 5-years strong partnership.

“Both Bollin and Brownlow are process driven with state-of-the-art systems”, says Amanda. “This enables us to streamline, control standards and get a view of leads for reporting or strategic reasons at any one point. But these shared processes also ensure that leads are so well nurtured, that all we need to do is close”, Amanda explains. “It’s so lovely speaking to organisations that are really excited to hear from us following their call from Bollin!”

Today, Bollin Green are a seamless extension to Brownlow Utilities, especially Operations Director Joe and Representative Sarah. “Sarah knows our processes, services and our ethos, and has developed knowledge that is second to none” shares Amanda. “With telesales skill and resourcefulness, I have total confidence that she will own every lead, and if a surprise is thrown her way she can instantly pivot and explore other ways that we can help”.

“As a process driven person, the way that Bollin Green communicate and understand us is hugely assuring, both in justifying my sales budget and knowing that every opportunity is being nurtured to its fullest potential”, comments Amanda.

“We’re an ambitious organisation operating in an ever-evolving, uniquely challenging sector, so having a sales partner dedicated to driving our commercial goals and sustainability message is absolutely essential. I know I have that partnership in Bollin Green.”

