



Connect>MK & Milton Keynes Council

Improved Marketing & Sales Process Control

Connect>MK Broadband for Milton Keynes

Overview

Country: United Kingdom
Industry: Communication

Customer Profile

ConnectMK is wholly owned by Milton Keynes Council and was created in order to support its social inclusion policy. Providing low cost internet connections without 12 month contracts and access to loan computer equipment has helped families on low incomes to access services which were otherwise difficult to access.

Business Situation

With leads already coming in and being managed within Microsoft Excel CMK were already starting to lose the bigger picture. Future growth would be impossible without scalable processes and a more automated solution.

Solution

Milton Keynes Council needed the company to grow quickly and engaged Adepteq to provide strategic business consultancy and business platforms. This small but growing business now benefits from automated marketing campaigns, lead management and integrated billing platform which is enabling them to grow with far less pain and risk.

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“Trying to manage our internal sales processes and marketing campaigns was a nightmare before Microsoft CRM”

Lisa Bailey, Manager

Connect>MK, a Wireless Internet Service Provider takes control of its sales processes with Microsoft CRM.

Connect>MK (Connect MK Ltd) was formed in response to demands by residents and businesses of Milton Keynes to help establish improved broadband services. It is a private limited company wholly owned by Milton Keynes Council. Its key trading partner is Freedom4, which is a joint venture between Freedom4 PLC and Intel Capital (The Intel Corporation's technology investment fund). Intel is a global technology giant and is one of the key investors in the WiMAX technology and has committed and continues to commit billions of dollars in investment. There are two types of WiMAX technology, fixed (i.e. the signal is received at a static receiver typically within your home or place of business) and mobile WiMAX. The network being built in Milton Keynes only currently provides fixed WiMAX services. However, when new devices such as laptops, PDAs and mobile phones have the new WiMAX mobile capabilities embedded in new Intel chipsets it is expected that Connect>MK will provide this mobile service too.

Connect>MK was also formed to help address some of the social and digital exclusion issues within the Milton Keynes area.

Government and other studies have shown that there is a strong link between home access to a PC and economic prosperity, employment prospects and educational attainment. It is also known that there are many in our society, who for all manner of reasons cannot afford to buy or cannot afford the support that might be needed to use a PC or laptop at home.

Connect>MK with the support of both Milton Keynes council and Microsoft have therefore created the low-cost loan scheme. It allows anyone who qualifies to have a computer and the support they need for a sum of just £1.50 per week until such time as they choose to either buy their own or simply want to return it, there is no commitment other than to make sure you pay on time.

Any profits that Connect>MK might generate are in the control of Milton Keynes council and will be used to the benefit of the people and businesses of Milton Keynes.

Solution Details

The ConnectMK solution is based on Microsoft Dynamics CRM. Leads from the website are automatically transferred into CRM via the CRM web services. Adepteq have also provided Worldpay integration to allow initial payment and direct debit information to be reflected within the CRM system.