

Cable & Wireless

Cable & Wireless works with Mr. Chapple to identify its most influential industry analysts

Cable & Wireless has included Analyst Relations as a fundamental element of its business strategies for some time, having incorporated it into its central marketing efforts. As such, the internal Analyst Relations team already has many well-established relationships with industry analysts. However, as Head of Analyst Relations for Cable & Wireless UK, David Thain considers a regular review of his groups' Analyst Relations activities a necessity to ensure that Cable & Wireless continues to provide an outstanding Analyst Relations' practice. As such, he approached Mr. Chapple to use his unique Analyst Impact Model to identify those analysts most influential to Cable & Wireless. This would ensure that David's team focus its attentions on building and maintaining relationships with the right group of analysts.

"My team has made its own market assessments of the industry analysts, but I decided to use Mr. Chapple's proven formula to corroborate, add to or amend the list of analysts we have relationships with. We hoped that Mr. Chapple could identify those analysts most influential to Cable & Wireless' business – in other words, those analysts that we should focus most of our time and efforts on – and much faster than my team would be able to do on our own," said David. In fact, the analysis did confirm that Cable & Wireless had been speaking to the right industry analysts. But, the added benefit of this analysis was that the results were measured and demonstrable, and had come from an industry expert. This added much more value in terms of David's ability to convince executives of the growing importance of successful analyst relations on the company's UK business revenue.

"I was extremely pleased with the project – it was well managed, delivered on time, and saved us a lot of time and effort – therefore, in my opinion, it was definitely value for money," added David. "Mr. Chapple brought expertise to our existing Analyst Relations' business and the analysis was in-depth, accurate and measured. I would not hesitate in working with Mr. Chapple and his team again, or recommending them to others."

