

Client Case Study: Arco Limited

Arco – Experts in Safety

arco[®]
Experts in Safety

Programme: The Person at the End of the Phone™ **Engagement:** Two stints of three days, six months apart

RESULTS AT A GLANCE

£4.5M

revenue generated by a new sales team of nine

£40K

incremental revenue uplift versus the prior year

+5%

improvement in quote conversion

+20%

uplift in both the volume and value of Band B quotes

£0

added to the cost base – resource-neutral growth

The masterclass was adapted mid-engagement to put identity work first – which is what unlocked the results.

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Anna partnered with us during a critical period of transformation within our Customer Engagement Centre. Anna does not deliver theoretical training. She delivers performance impact. Her ability to blend behavioural psychology, commercial focus and practical sales application has materially contributed to improved quote conversion, enhanced customer experience and a replicable model for wider deployment. Her professionalism, insight and ability to convert observation into measurable business results set her apart.

Sian Davies – Head of Customer Engagement Centre, Arco

Before Room 11

Arco is the UK's leading integrated safety products and services business, with over 135 years of experience. Within its Customer Engagement Centre, around 100 people handled customer contact, and that function was largely transactional – responding to emails as they came in and delivering exactly what the customer asked for, with no proactive contact, cross-sell or relationship building. Arco wanted to evolve into a commercially focused, insight-led sales and service operation, and created a brand-new inbound sales team of eight plus a team leader to do it – a team that didn't yet have an identity of its own, with some understandable resistance at the start.

The challenge

Arco's Head of Contact Centre needed a specialist who could:

- Build a brand-new team's identity and confidence before expecting any change in sales behaviour
- Shift a reactive, email-led approach into proactive, phone-led, relationship-building conversations
- Improve conversion, basket size and satisfaction without adding headcount

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The masterclass was adapted mid-engagement to put identity work first – repositioning the team from a “quotes function” into a specialist sales team with real belief in who they were. That is what unlocked the step change.

The turning point



Room 11 Coaching

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How the results were achieved

The solution

I worked with the team over two stints of three days each, six months apart. Each stint combined a two-day masterclass with a day of one-to-one coaching. What changed between them was the focus, based on what the first stint told me.

01

Stint one: the masterclass

The first block, The Person at the End of the Phone, moved the team forward and produced excellent results in how they engaged with customers – a strong start, but something was still missing.

02

Reading the gap

By the time I returned, the team had seen personnel changes, with people arriving from all different areas of the business. Some still saw themselves as order processors, others as out-and-out sales, others from a customer service background – there was no shared, clear identity as a team.

03

Stint two: identity first

I adapted the masterclass to put identity work at the front: what being a proactive, outbound, transformational sales team looked and felt like, who they wanted to be, what made them special in the business, and how they could recognise that specialism in themselves. They needed to feel special.

Developing Arco's internal coaches

Arco's L&D trainers joined the course, then asked to work with me directly. I coached them in giving specific, targeted interventions that develop and empower people rather than rescue them, so Arco could carry the approach forward themselves.

Six months between stints

The gap let the first block's learning bed in and be lived on the phones, so the second block could build on real experience rather than theory.

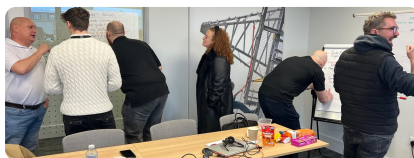
The impact

Over six months, the new nine-person sales team generated £4.5M in revenue and a £40K uplift on the prior year – despite lower average quote values year on year, meaning the growth came from smarter, more confident pre-sales engagement rather than higher volume or spend. A reactive, transactional function became a confident, proactive sales team, resource-neutral throughout, and Arco's own L&D coaches chose to learn from the approach so they could build on it internally.



"A reactive, transactional function became a confident, proactive sales team. The results came from smarter, more confident pre-sales engagement, not higher volume or spend – and Arco's own L&D coaches chose to learn from the approach so they could build on it internally."

The outcome



About Room 11 Coaching

Room 11 Coaching is a specialist coaching business working with leaders, teams and business owners. Consultancies and programme providers bring me in to deliver the coaching element of their work: qualified, transformational coaching that embeds learning and builds people's confidence to move forward on their own, backed by real commercial understanding.

I have over 25 years of commercial and telesales experience, including at board level. I am an EMCC-accredited coach practitioner working towards Senior Practitioner, hold an EMCC-accredited Diploma in Transformational Coaching and a PTLTS teaching qualification, and am completing a foundation degree in Organisational Transactional Analysis. As both a qualified coach and a qualified trainer, I bring both disciplines to the work.



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