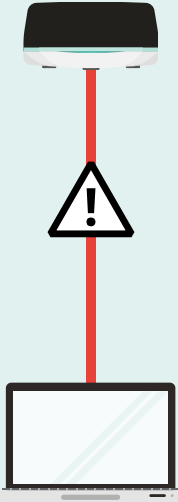


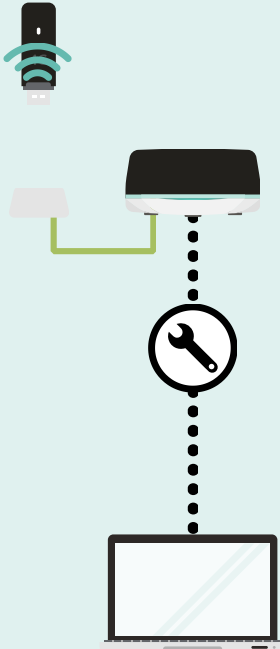
The Story of 4G Assure

BT and Populus

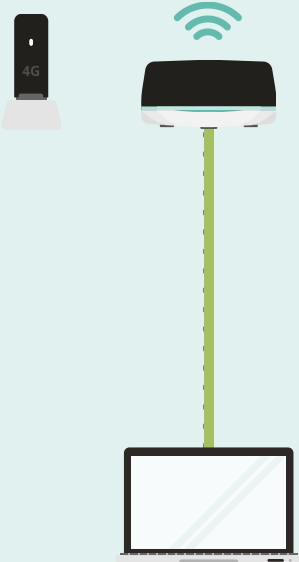
How 4G Assure Works



When the fixed line internet goes down, the device loses connection



With 4G Assure, the device is automatically connected to a mobile network while the problem is fixed



When the problem is fixed, 4G Assure automatically switches off and the fixed line internet connection is restored



Development of products

BT developed products which focussed on a technical solution to Broadband 'Resilience' using network convergence.



Product positioning

BT therefore commissioned Populus to research the optimum way to position the new products to a SME audience.

2016

Unique opportunity for BT

BT acquired the EE network – this awarded BT with an unique strategic opportunity to marry its fixed line internet with EE's mobile network, something no other competitor could offer its customers.





1

Qualitative exploration

- In-depth SME case studies
- SME focus groups

Auto ethnographic approach, utilising workshops and videos

2

Quantitative measurement

- 500 SME broadband decision makers (customers and prospects)

15 minute online survey

3

Immersion experience

Populus delivered the final debrief within a SME office to truly immerse BT stakeholders in the SME landscape

The Evolution of Broadband 'Resilience'



49%

couldn't function without
broadband

Reliability



+7

BT is seen as the most reliable
provider

Reassurance



81%

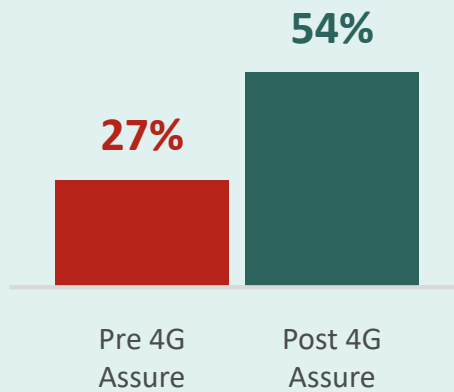
claim 'Always on' would
make them more likely to
stay with BT

Assurance

A Story of Success

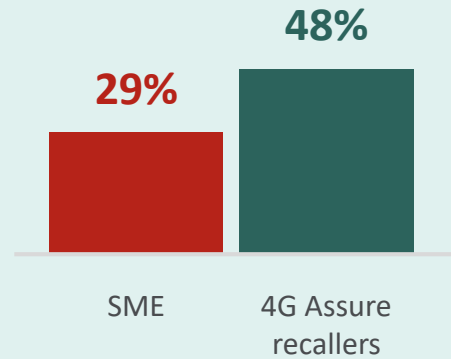
4G Assure has had a significantly positive impact on:

BT SME premium package sales



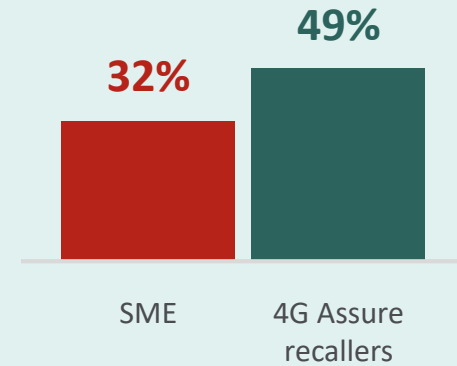
Uplift:
+27

BT First Choice Consideration



Uplift:
+19

Perceptions of BT as empathetic and allowing SMEs to focus on what matters



Uplift:
+18

A Converged Enterprise Product

“The SME division is one of the most significant segments within BT. Internet connectivity is the life blood for SMEs up and down the country. Our focus is on providing a better user experience for our customers, while analysis showed that competitors had a problem with unreliable broadband.

Populus led workshops with BT’s propositions and marketing teams which helped develop a converged ‘Always-On’ service using 4G (4G Assure), to overcome unreliable connectivity. The product was launched in April 2018 and has been a huge success.

By the end of March 2019, half of SME broadband sales came with 4G Assure, and BT has doubled the SME Premium package mix from 27% to 54%.

The product has been hugely successful because the idea and insight behind it is based on a thorough understanding of SMEs, what they need and what they want from a broadband provider.”

Mike Tomlinson, Managing Director, SME



Best Customer Solution
**Internet Solution Provider
Awards, 2019 – Winner**

Business Impact of the Year - UK
MRS Awards, 2019 – Winner