



# Implementing **Journey NPS** into BT

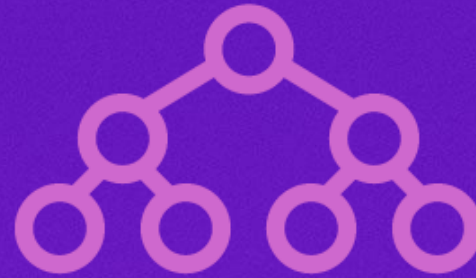
## How we launched and embedded a new **CX** program

May 2022

# What I'll cover off in the next 20-30 minutes...



**SET UP**



**EMBEDDING**

# The set up



# The customer is front and centre of our Corporate Strategy, but also recognising the transformation required as a business

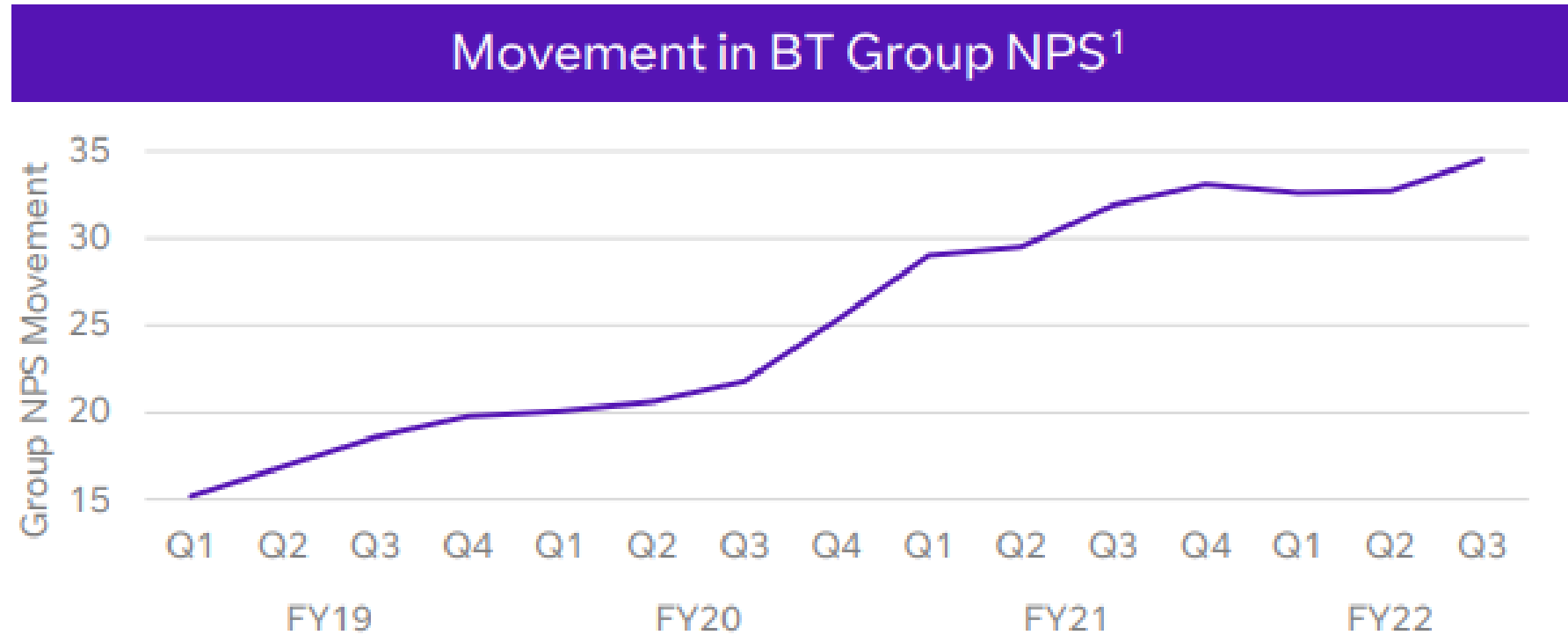


SET UP





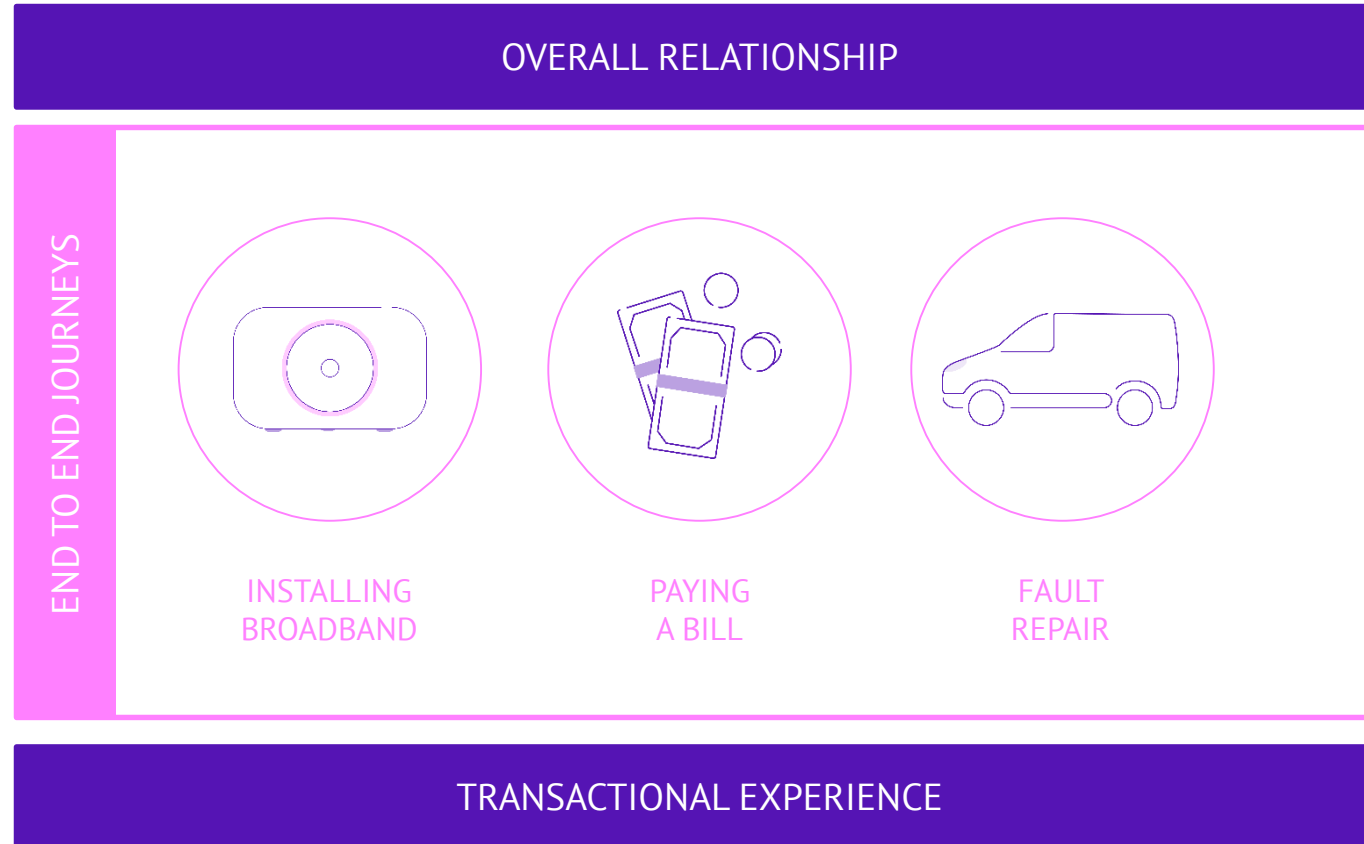
Our extensive CX Insight programme has been in place for many years and is driving the strategic direction of the business and showing success





SET UP

A new programme was required to address the blind spots we had around how our customer journeys are performing





# Our Journey NPS framework aligns to the 'LBGUPS' model





The survey programme had to be automated, but in the set up there were some other key elements



### IDENTIFY DATA EXPERTS



TO NAVIGATE COMPLEXITY

### UNDERSTANDING EXISTING PROCESSES



TO ADDRESS INTERCONNECTIVITIES

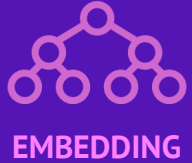
### WORK WITH DECISION MAKERS



TO SET UP FOR SUCCESS



# Embedding



We set up some core principles for embedding the programme that we wanted to flow through everything we do

**1. THIS IS INSIGHT, NOT PROVIDING A NUMBER**

**2. WE PITCH TO THOSE THAT CAN INFLUENCE**

**3. WE ESTABLISH 'INSIGHT' BEFORE TARGET SETTING**

**4. WE DEMOCRATISE THE INSIGHT**

**5. WE BUILD A 'ROOT CAUSE MINDSET' IN OUR ANALYSIS**

**6. WE MVP THEN CONTINUALLY EVOLVE**

**7. WE ARE A TEAM OF CUSTOMER EXPERIENCE EXPERTS**

**8. ADDRESS THE HIGH VOLUME AREAS**



EMBEDDING

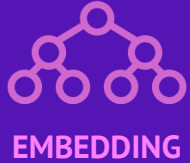
Throughout and subsequent to the launch, the size and complexity of BT has put the rollout of the programme to the test

### THE COMPLEXITY OF YOUR BUSINESS AND DATA WILL SURPRISE YOU

- Those who understand the data should be involved in building requirements
- Build process waterfalls so you have visibility of exclusions and impact on volumes
- Be prepared to make sure your data is as it seems

### DON'T EXPECT DATA DEMOCRATISATION TO WORK AS YOU INTENDED

- Avoid building complex online dashboards
- Dashboards provide numbers but are less effective at guiding you to insight
- Remember your stakeholders are not data analysts
- Our requirement is now how can we deliver automated 'insight'?



# We've made some great progress, but have further plans to enhance and drive more impact with the customer insight

## WHERE WE ARE TODAY

- 1 INSIGHT BEING FED INTO THE BOARD**  
Journey NPS data and insight input into PLC board customer update and visibility at MD level
- 2 CX IMPROVEMENT PLANS BUILT OFF INSIGHT**  
Customer insight from all our survey sources feeding into the business CX improvement plans
- 3 RE-ALIGNING TO THE NEW ORGANISATIONAL DESIGN**  
Adjusting our Enterprise surveying to meet changing organisational requirements

## WHERE WE'RE GOING

- 1 ROLLING OUT PROGRAMME TO EE CONSUMER**  
Supporting BT Group's move to make EE the flagship consumer brand
- 2 REFOCUSING INSIGHT DEMOCRATISATION**  
Building on our self serve platform to put insight into the hands of our business partners
- 3 FINANCIAL AND CX MODELLING**  
Building models to demonstrate link between journeys and overall perception alongside financial models

# Q&A

