



## BT BRINGS CUSTOMERS CLOSER WITH FISH!

### World leader in communications successfully communicates with own people on their level.

#### About the business

BT is one of the world's leading providers of communications solutions serving customers in Europe, the Middle East, Africa the Americas and Asia Pacific. Its principal activities include networked IT services, local, national and international telecommunications services, and highvalue broadband and internet products and services.

In the UK, BT serves more than 20 million business and residential customers with more than 30 million exchange lines, as well as providing network services to other licensed operators.

#### The Challenge

BT's vision is to be dedicated to helping customers thrive in a changing world. The world we live in and the way we communicate are changing, and BT believes in progress, growth and possibility. BT wants to help all its customers make their lives and businesses better with products and services that are tailored to their needs and easy to use.

This means getting ever closer to customers, understanding their lifestyles and their businesses, and establishing long-term relationships with them.

BT is passionate about customers and is working to meet the needs they have today and innovating to meet the needs they will have tomorrow.

With over 100,000 people in 50 countries, the challenge for BT has been to find a way of delivering consistent learning to its large, diverse workforce so that everyone plays their part in ensuring BT is recognised and differentiated as a provider of world-class customer service.

#### Objectives

BT's goal is being number one for customer service. BT wants customers to say that their experience of the service BT provides is consistently great and better than any other company they deal with.



#### The Approach

The BT approach is to use the **FISH! Philosophy** as part of their people engagement programme,

My Customer. My Customer promotes, demonstrates and role models BT's values. It consists of 3 comprehensive programmes: Back to the Floor, Challenge Cup and Connected.

**FISH!** is a key module within the Connected programme, helping to emphasise and raise awareness of people's behaviours and interactions when dealing with customers. **FISH!**

is also used to highlight that by changing behaviours and processes, people can enjoy their work and become more successful, whilst at the same time increasing customer satisfaction, profits and the company brand.

The **FISH!** module of the Connected programme is streamed via the BT Intranet, reaching people all over the world, as well as being delivered via DVD in individual sessions. By streaming **FISH!**, BT has increased the accessibility and consistency of learning for its people. All BT people worldwide that have access to the BT Intranet have access to **FISH!**

#### Outcomes

**FISH!** has been the most popular module in the My Customer programme for BT people so far over the past 18 months. Initially, some countries found it easier to access the content than others.

However, streaming the video content has overcome most technical issues allowing the majority of the workforce to access the module.

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CHOOSE YOUR  
ATTITUDE™

PLAY™

BE THERE™

MAKE THEIR  
DAY™

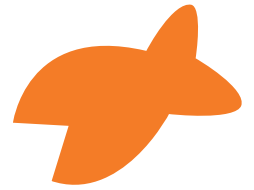
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video arts™



"I seem to be able to deal with difficult & new situations more calmly now & find that I achieve better results..."



### Inside story

Almost all the feedback received from people that have attended the FISH! sessions has been positive as indicated by the comments below:

#### Brian Walshe

**Global Services Senior Organizational & Management Development Consultant**

I have just finished collating the feedback from the participants involved in our 'Impacting the Customer' Module. I thought you would like to know that they all concluded that this was the "best module yet" (from 5 they have gone through) and that your session on day 2 was said by one guy to be "the best customer oriented" training I have had in over 9 years working for BT.

#### Kal Chauhan

**BT Wholesale netVIEWplus Training & Support**

Actually I have started coming to work in the mornings in a more positive frame of mind. At one time I dreaded what each day would bring, but I now think - why worry about what you don't know about yet? So I seem to be able to deal with difficult & new situations more calmly now & find that I achieve better results. Also just to say I enjoyed both the sessions - so keep up the good work.

#### Loretta Mulcare

**BT Wholesale Information Management Governance Team**

Yes, indeed I do remember this session. Since attending I refuse to let things wind me up so much, at work and at home. I just think about those guys in the video. Thanks very much for an interesting workshop.

#### Dave White

**Retail CCC Process & Procedures Delivery Manager**

Yes, I can say that since the workshop I have certainly been thinking more about how I complete my process work with an emphasis on how it could make things easier for the next chain in the link to the customer.

#### Ad de Kok

**Global Services Asset Protection Specialist**

This session stated even more that it is important that you have fun in your job; this will reflect on your

customers in a positive way. Second: make and use contacts; this makes it possible to achieve goals in a more effective way.

### Results

Demonstrably improved employee engagement scores from the My Customer programme participants:

🐟 Improvement in understanding of BT's key transformational and strategic aims by 20%

🐟 Significant contribution towards increasing the Employee Engagement Index scores (on average 5 points per team).

Revolutionise your workplace with FISH! philosophy. Speak to Video Arts.  
0845 601 2531 [info@videoarts.co.uk](mailto:info@videoarts.co.uk) [www.videoarts.com](http://www.videoarts.com)



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