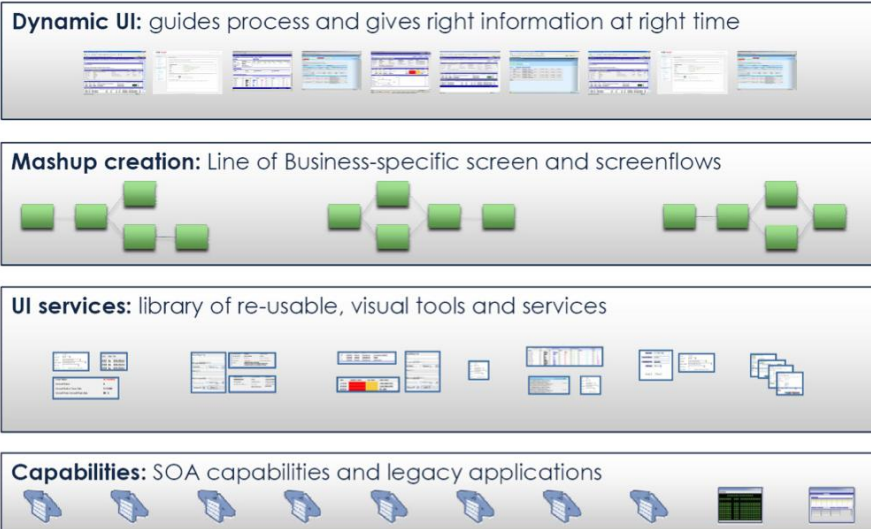# BT Global Services Improves Customer Service Delivery and Reduces Costs

ABOUT BT

BT Global Services operates highly complex networks for major business clients worldwide. The company provides a single point of contact for high performance seamless global networking, known as networked IT services. BT Global Services employs 37,000 people in 53 countries and offers services in 173 countries worldwide. The launch and servicing of these networks is a massively complex task and BT has implemented tight objectives to continuously improve customer experience whilst containing the costs to service those customers.

The Corizon Enterprise Mashup Platform had been deployed successfully within BT Broadband (now implemented across more than 2000 seats) and BT saw the opportunity to re-use this approach within Global Services. The challenge in Global Services was to reduce customer trouble ticketing cycle times, increase right first time resolutions whilst reducing the costs to service customers. The major issue to delivering this was the complexity of the IT support systems that customer service agents were using, both in the absolute number of applications and the complexity of the systems.

Dynamic UI: guides process and gives right information at right time

Mashup creation: Line of Business-specific screen and screenflows

UI services: library of re-usable, visual tools and services

Capabilities: SOA capabilities and legacy applications

CHALLENGE

Customer Services within BT Global Services use more than four different problem ticketing applications and have more than six diagnostic systems running across multiple products. A typical customer service scenario involved a technical contact from the customer calling with, for example, a degradation of service issue in one part of his network. There are over 1,000 calls a day from customers reporting faults on these network services.

The customer service agent would initiate the ticket and begin to resolve the incident which meant constantly switching between multiple screens to raise a problem ticket and then viewing more screens to run a number of diagnostic tests, dependent on the range of products held by the customer. There was little or no control over which diagnostic tests an agent would run. An average initial call would be 20 minutes with a typical total elapsed resolution time of 60 hours for certain types of fault – this was a big problem.

To address these challenges the Customer Service teams needed to streamline the fault and incident management processes at the desktop to achieve cost containment and improved customer satisfaction objectives. The goals were to reduce the cost of each transaction, achieve improved customer satisfaction through reduced cycle time and increased right first time resolutions. Aligned to this was a desire to offer more flexibility with efficiency savings and to be able to handle the workload with less resource.

SOLUTION

Corizon delivered the Enterprise Mashup platform to BT Global Services to reduce the complexity in the call centre agent systems by delivering a Common GUI (Graphical User Interface) across the customer service agents' desktops. This single application combined ticketing with diagnostics and structured questions to ensure that network issues are dealt with quickly and accurately. The solution was delivered as a step by step process, independent processes were incrementally added to the Common GUI which meant that each stage could be tested and delivered quickly.

Phase one involved adding the diagnostic functions to the Remedy ticketing process. In phase two, the structured diagnostics were added to create the 'perfect ticket. Phase three incorporated more products along with their inventory and diagnostic functions.

The first 90-day phase of the Common GUI project was delivered by BT Design in partnership with Corizon. Following successful, on-time delivery and knowledge transfer, all subsequent phases were, and continue to be, delivered by BT Design through their proven agile process.

The BT Global Services Common GUI has now been implemented across 400 customer service agent desktops in ten locations. There are 6 variations of the process implemented based on the role of the agent and the product(s) that they cover.

RESULTS

The Corizon enterprise mashup approach led to the separation of the design of the process from the underlying applications. This meant that the life of otherwise uneconomic applications (that may otherwise have been retired or replaced) could be extended by building them into the Common GUI at a fraction of the cost and trouble of replacing them. BT Global Services now benefit from the additional flexibility to continually modify the process independently from the underlying applications.

The business has benefited from the creation of the UI Services for each application that can be re-used across multiple applications and processes. From a payback perspective; the results for BT Global Services have been very positive.

- More than 1000 tickets per week are being logged through the common GUI with an average saving of 15 minutes per incident by first line agents.
- Ticket cycle times have been reduced by up to half by facilitating increased accuracy through more structured diagnostics and fewer hand-offs, with average resolutions times cut from 60 hours to 30 elapsed hours for certain types of fault.
- The Common GUI cuts down on logging in/out time and double keying, saving agents' time worth more than £345,000 per annum within Global Services today.
- Incorrectly identified problems have reduced by 30% increasing right first time rates.
- Early life failures have been greatly reduced –service assurance before the product is delivered to the customer means that problems are identified before launch, which led to the de-commissioning of the "early life failure" team.
- Total savings from the implementation of the common GUI solution within BT are estimated at more than £1m on completion of project rollout.

"The results achieved by the Common GUI delivered using the Corizon Enterprise Mashup Platform have been outstanding. The ability for the business to take a step-by-step approach to improving the process, continuously making incremental improvements has been a big success. To have reduced significantly the average cycle time and first call handling times both to improve customer satisfaction and reduce cost is a fantastic result for Global Services."

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