

Progress against our strategic framework continued

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## Create standout customer experiences



### Record NPS

across Consumer, BT SME and Global



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EE is Rootmetrics' #1 mobile network eight years running

230,000+

Home Tech Expert visits to support our customers



**We know that the connectivity solutions we provide are critical to our customers' lives and businesses. To surpass their expectations we want to deliver outstanding service and experience and offer smarter, differentiated solutions and outcomes.**

### Outstanding service and experience

#### Market-leading customer satisfaction

This year we hit a new all-time high Net Promoter Score (NPS) across the group – with best-ever scores in Consumer, BT SME and Global.

Consumer saw a +5.3 rise in the last 12 months. This was driven by improvements in our BT brand and ongoing strength in EE, and is one of the reasons for Consumer's low churn rate. BT SME saw a +3 NPS improvement in the year. And Global has seen a 20 point increase over the last two years.

We're cutting complaints too. In the latest Ofcom published report, all BT Group brands saw complaints equal to or lower than the industry average for the first time ever across landlines, broadband and mobile. EE continues to have the equal lowest complaints for a mobile company at just 1 complaint per 100,000 customers. In addition, BT broadband recorded an all-time lowest complaint rate for the brand with a year-on-year reduction of 50%.

Every single Consumer customer call is now answered in the UK and Ireland. EE remains #1 for broadband call centre satisfaction with Plusnet ranked second. EE also remains #1 for mobile call centres with BT mobile second.

In the latest Uswitch Telecoms awards, announced in February 2022, the BT and EE brands won five of the seven broadband and TV awards as voted by the public, including 'Broadband Provider of the Year' and 'Most Reliable Broadband Provider', with EE picking up the 'Best Provider for Customer Service'.

#### Home Tech Experts

Our partnership with Enjoy offers a delivery and set-up service to our customers across BT broadband and EE mobile products. This year we completed over 230,000 visits to support our customers and saw very high customer satisfaction with NPS above +70.

#### Openreach success

Openreach tirelessly kept millions of UK connections running at a critical moment in history so customers around the

country could work-from-home, attend online lessons and communicate with loved ones.

This year we achieved our best ever service across copper and fibre for Openreach – exceeding all of Ofcom's Quality of Service measures. NPS for our copper and fibre products, as measured by CPs, reached an all-time high during the year and improved by over 5 points. Overall satisfaction, as measured by end users, ended the year at 91.2% – up from 88.4% last year.

Despite the twin pandemic challenges of sickness and delays and a number of significant storms that affected much of the UK in February, we delivered our best-ever year for on-time repair at 86% with the highest ever proportion of customers seeing services restored within service level agreements (SLA).

For new copper and fibre services we offered customers a first appointment date within 12 working days 98.9% of the time (up from 96.2% last year). Only 2.3% of missed appointments were down to Openreach (lower than last year's 2.8%).

And we want to do even better. We'll continue to work with CPs to improve our processes and trial new ways of working to improve end customers' experience.

#### A new SoHo focus

We're more dedicated than ever to helping the UK's smallest businesses – and in July launched our new SoHo unit within Enterprise.

Microbusinesses are essential for the UK economy. And recognising the need for specialist microbusiness services, our new unit will serve their digital and connectivity needs. It will offer tailored connectivity, plus solutions around cyber security, digital advertising and digital skills training.

#### Brilliant digital customer touchpoints

This year we launched Aimee, an in-app messaging and automated assistant, to Android customers. It's answered c. 60% of customer queries with great customer satisfaction (NPS of c. 60).



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#### Smarter, differentiated solutions and outcomes

##### Smart and Full Works plans

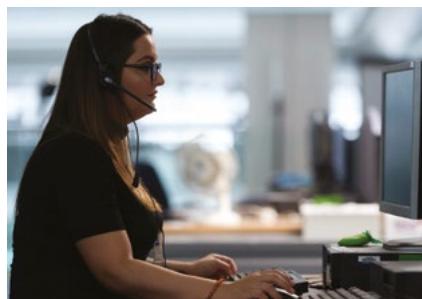
In Consumer we enriched our Smart and Full Works plans by introducing Netflix and Microsoft 365. We now have 1.2m customers on our premium plans.

##### Halo 3+

In February 2021 we launched 'unbreakable' Halo 3+ for our home customers. Halo 3+ has unrivalled reliability – seamlessly switching between BT's broadband and EE's 4G mobile network if there's any disruption to the fixed network.

Overall, approximately 50% of our broadband base is now on one of our Halo products and these customers have on average a 9 point higher NPS than non-Halo customers.

We've also expanded our 'unbreakable' offers for Enterprise customers. As part of our SoHo launch in June 2021 we offered Halo 3+ to microbusinesses. It comes with business grade security, complete wi-fi coverage across the workplace and free 24/7 support from our Tech Experts.



##### BT TV Box Pro

Supporting the next generation of TV viewing, this year we launched our newest set-top box.

It includes crystal clear 4K HDR viewing and Dolby Atmos (offering an immersive audio experience) plus up to 600 hours of recording. We also rolled out a new more intuitive TV interface.

##### Webex collaboration

Businesses now work differently, whatever their size. In response, we now offer Cisco's integrated Webex collaboration service to small businesses (we were the first big European CP to do so). It's improving customers' productivity, making hybrid working easier and helping us help small businesses bounce back after the pandemic.

##### Digital marketing hub

To help UK businesses take advantage of the 'digital first' world, we launched our powerful, all-in-one digital marketing hub in October. Many small business customers told us they struggled with digital advertising. So our digital marketing hub lets them create digital adverts, run multi-channel marketing campaigns and optimise results through a simple dashboard with bespoke recommendations and support.

##### Enterprise Managed Services

In October, Enterprise's Managed Services offering was appraised at maturity level 3 of ISACA's Capability Maturity Model Integration framework. This marks BT Group as the only organisation in the UK to successfully publish an appraisal at this level and recognises our Managed Services unit as having high performing work practices. We have over 2,000 managed service experts providing 24/7 support to approximately 2,500 customers across the UK and Ireland.

##### 999

Our six call centres handle all 999 calls in Northern Ireland, Scotland, Wales and England, passing calls to the relevant emergency service. The number of 999 calls handled by BT has jumped from 29m in 2017 to over 39m last year including 180 consecutive days of over 100,000 calls answered. We also saw the busiest New Year's Day ever with our 999 agents handling over 140,000 emergency calls.

##### Partnering with Microsoft

In July we announced a strategic partnership with Microsoft. It's focused on cloud-enabled communications solutions – including in industry-specific areas like digital manufacturing and health. By integrating Microsoft applications and Microsoft Azure cloud

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**Halo 3+ has unrivalled reliability – seamlessly switching between BT's broadband and EE's 4G mobile network if there's any disruption to the fixed network."**

50%

of our broadband base is now on one of our Halo products

with our connectivity and security solutions we can optimise business customers' experience using collaboration tools.

As part of this partnership, we've also launched a new BT-branded global managed voice service – Operator Connect for Microsoft Teams. This integrates networking and voice to provide customers with a seamless and secure collaboration service that supports hybrid working.

#### Global next generation

Global has continued to develop a next generation service portfolio – particularly focused on cloud managed services for multinational customers.

This year we announced Rackspace Technology, Inc. (a leading end-to-end multi-cloud technology company) as a new cloud partner. Customers will benefit from us combining our network and security capabilities with Rackspace's cloud management expertise. The partnership will uniquely position us to support customers' cloud journeys.

In September we launched our industry-specific managed cloud solution – BT



Cloud Control for Financial Services offering finance customers a secure BT-managed multi-cloud solution.

Working with long-standing partner Cisco, we launched the ThousandEyes Cloud and Internet Intelligence managed services to help customers identify faults in their network before they cause disruption.

#### Virtual Media Connect

In broadcasting, security, flexibility and reliability are vital. In October we launched Virtual Media Connect. It lets broadcasters deliver live video in hard to reach 'off-net' locations.

Combining BT Tower, the internet and Amazon Web Services it's a secure, high availability way of transmitting stable video streaming wherever it's needed.

