

# Better Future report 2012



Our Better Future report covers progress against our goal to be a responsible and sustainable business leader.

Online Better Future report  
[www.bt.com/betterfuture](http://www.bt.com/betterfuture)



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# Better connected

**We believe that the greatest impact that we can have on society is by providing reliable and secure networks that help people and businesses to thrive. Getting this right is also essential for building trust in BT, which contributes to the value of our brand.**

## **Related content:**

[Internet, the home page of our lives \(Plusnet report\).](#)

## Customer experience

**Customer service is core to our strategy and we continually work to improve the experience we provide to our customers.**

In practice this means doing our very best to do things right first time - keeping our promises, being easy to contact and straightforward to deal with. It means keeping our customers informed and taking prompt action to put things right if they have cause to complain.

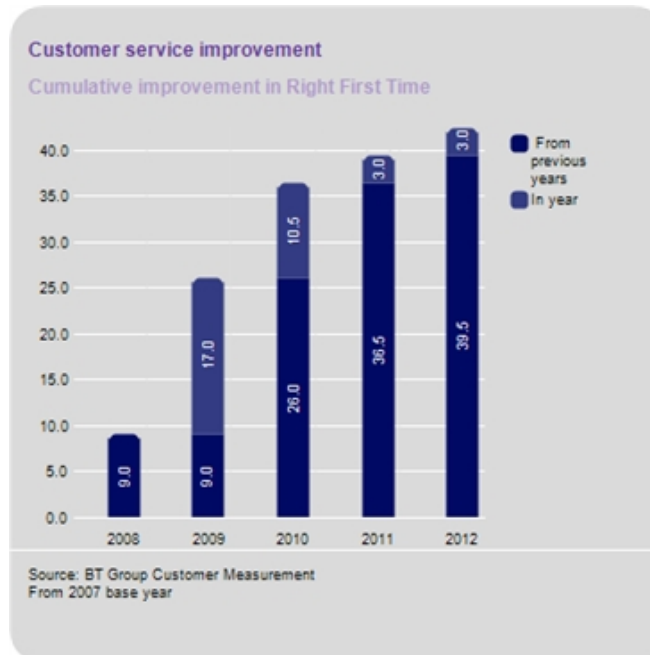
In this section of our report, we show how we're working hard to improve the service we deliver to customers. Our [materiality review](#) showed customer service to be our top priority as a business.

### Right first time

Customer service is core to our business strategy and we always try to improve the experience we provide to our customers. In practice this means trying to do things 'right first time' – keeping our promises, being easy to contact and straightforward to deal with. It means keeping our customers informed and taking prompt action to put things right if they have cause to complain. 'Right first time' (RFT) is our key measure for customer service. It measures how often we keep the promises we make to customers. As well as improving service, keeping more promises reduces work needed to put things right and so reduces our costs.

In 2012 we achieved a 3.0% improvement in this measure, following a 3.0% improvement in 2011 and a 10.5% improvement in 2010.

We also focused on reducing faults and removing the need for customers to call us which not only improves the customer experience but also helps us with our cost transformation. Over the year we improved by 6% compared to 2011.



**Target:** For 2013 the Group Customer Service measure will consist of continuing RFT and Customer Issue Reduction. We will publish the result in our 2013 report.

## Customer service challenges

During the year we had to cope with a number of issues. The theft of copper and fibre cable grew significantly in the first half of the year, increasing the number of faults suffered by customers. We have worked with the police, Government, media and other stakeholders to raise awareness of cable theft and to take action to reduce it. Cable theft declined in the later part of the year thanks to this collective effort, but more work is needed. We have invested in a number of innovations to help prevent cable theft and to catch the people who commit it.

The cable theft, together with increased repair work related to the demands of higher speed broadband and an increase in demand for new lines, led to a 19% increase in engineer visits. We recruited additional engineers and improved our efficiency resulting in a reduction in the level of repair work outstanding, to on average, only one and a half days' activity. The average time taken to provide a connection also improved and at the end of March 2012, customers were consistently being connected well ahead of the standard 14 days.

We made progress in other areas. For example, in BT Retail we aim to deal with customer queries in one call, without the need for customers to call us back. We saw the number of queries dealt with in one contact increase by 20% in BT Consumer. As a result of our 'right first time' programme we reduced customer faults by 5.2% in BT Global Services and by 14.9% in BT Wholesale.

**Related content:**

[See our usage policy \(website\).](#)  
[BS 25999 Business Continuity Management certificate \(pdf\).](#)

## Targets

Start	End	Description	Update	Target Status
April 2012	March 2013	The Group customer service measure will consist of continuing Right First Time and the new measurement of customer issue reduction. We will publish the result in our 2013 report.		New
April 2011	March 2012	The Group customer service measure will consist of continuing Right First Time and the new measurement of customer issue reduction. We will publish the result in our 2012 report.	In 2012 we achieved a 3.0% improvement in Right First Time. We also focused on reducing faults and removing the need for customers to call us which not only improves the customer experience but also helps us with our cost transformation. Over the year we improved by 6% compared to 2011.	Completed

## Customer service

**We aim to make it easy and straightforward for customers to contact us, by whichever means is most convenient for them.**

Customer service is core to our strategy and we always try to improve the experience we provide to our customers. In practice this means trying to do things 'right first time' – keeping our promises, being easy to contact and straightforward to deal with. It means keeping our customers informed and taking prompt action to put things right when they have a fault. To improve our customer experience further we also focus on reducing faults and removing the need for customers to call us.

In this report we profile customer service improvement activities in one of BT Retail's divisions.

## About BT Consumer

We are the leading provider of voice and broadband services for retail consumers in Great Britain and we also have a growing pay-TV service, BT Vision. We sell services under the BT brand as well as the Plusnet brand in order to reach a wider range of customers. Our BT-branded services have a range of extra features that set them apart from competitors while Plusnet provides simple voice and broadband services for more cost-conscious customers.

We're now helping customers through new channels like our @BTCare Twitter account, on top of the 500,000 calls and 27,000 emails we deal with each week. Our One Contact Resolution initiative also drives us to help our customers in a single contact.

## Providing the best service we can

We want to deliver value for our customers by providing the best service we can, across our operations. Our customer service team receives 360,000 service calls and 27,000 emails a week, ranging from queries and complaints to troubleshooting questions and feedback. A further 170,000 calls a week are handled by our automated calls platform.

In order to resolve any issues as quickly and easily as possible, we offer round the clock support from our 27 UK and 7 international contact centres. These include new service contact centres opened this year in Sandwell, West Midlands and Manila, Philippines.

In order to deliver a positive customer experience, we focus on getting it right first time and proactively keeping customers informed, so that customers don't have to contact us more than once to get their query sorted out.

## Improving contact journeys for our customers

Our priority is to reduce customer queries by making information clear, consistent and easy to access. When customers do contact us, we use active two-way dialogue to respond to issues more effectively and make sure we give them the right information. We've implemented a number of new ways to make it easier for customers to contact us over the course of the year:

- We've transformed our online Contact Us journey, resulting in a 60 percentage point improvement in 'easy' scores
- Because we know that LiveChat is often the quickest and easiest way for customers to get their query resolved, we have quadrupled the capacity of our chat team over the course of the year. We now deal with around 13,000 chat sessions a week, including billing and payment enquiries, faults and technical support
- Our social media team has also expanded to meet customer demand for service via Twitter and Facebook. This year the number of customer Tweets we've responded to has doubled, while the number of people following @BTCare for service updates has grown by 75% and those who 'like' BT on Facebook has increased by 280%

- Our BT Community provides a forum where customers can help other customers and discuss anything to do with their BT products and services. The Community is thriving, with over 40,000 registered users, around 2,500 new posts and 90,000 visits every week
- We provide a number of helpful videos on our YouTube channel. These have been viewed over 900,000 times this year, enabling many customers to resolve a problem without needing to contact us directly
- BT.com gets 1.9 million visits every week including 120,000 to Contact Us, 235,000 to billing / payment areas and over 200,000 to Help pages (where at least one answer is viewed)
- Counting visits to BT.com and calls to our automated services, 60% of all our service interactions are now 'self-serve', putting our customers in control of when, where and how they deal with BT
- Over the course of the year nearly 450,000 additional customers (net) have signed up for paper-free billing.

## Resolving queries and complaints

We want to resolve issues as quickly as possible for our customers and continue to reduce the number of complaints we receive year on year. This year our complaints reduced by a further 16%. We also continue to put new processes in place to ensure we resolve complaints quickly and effectively at the first opportunity, through our One Contact Resolution programme.

## Right first time

When customers do call us with an issue, complaint or dilemma, we aim to resolve it in the first email, chat or call. No-one should need to contact us twice about an issue.

In 2012, we improved our One Contact Resolution performance by a further 9%. This means we have eliminated 45,000 repeat calls per week, saving customers additional frustration and getting their issues resolved at the first opportunity.

## Reducing the number of distressed customers

We've more than halved the number of customers getting into distress (measured by those who contact us over four times in seven days) over the course of the year, from 12,000 a week to just over 5,000. This has been achieved by changing our processes and systems to ensure we identify customers' needs earlier in the process and by helping our people develop the skills and knowledge to stop an issue turning into a repeat problem.

## Improving advocacy

Based on our net promoter score (the number of customers willing to recommend BT, minus those who would definitely not recommend BT), we've improved advocacy from 24% to 33% over the

year.

We've looked into what makes customers willing to recommend BT, and we've identified that the number one driver of advocacy (both positive and negative) is how easy or difficult customers find BT to deal with.

As a result of these findings, we've introduced a new measure to capture how Easy our customers find it to get help and support from BT. We plan to do much more work to improve in this area, but already we have delivered uplifts of 11% in calls, 12% in chat, 21% in email, 26% in BT.com and 60% through the changes we made to our online Contact Us journey.

## What's next?

All parts of BT have plans in place to make sure we get things right first time, supporting the Group measure. Specific plans for BT Consumer include:

- Up-front capacity checks so that we only take orders for services where we know we have the capacity to fulfil our promise to the customer
- Proactive management of orders so that if something does go wrong, we can tell the customer about it before they need to call to tell us
- Improving our communications to make sure they are easy, useful and accurate
- Better fault diagnostics so that we can fix problems proactively before customers are even aware of them
- Building memory in our processes, so that we don't ask customers to repeat tests they have already done

### Related content:

[BT's Customer Complaints Code \(pdf\).](#)

[Follow BT on Facebook](#)

[Visit BT Care on Twitter.](#)

## Investing in our service capabilities

**In order to consistently deliver on our customer service pledge, we continue to invest in our service capabilities and people. This year in BT Retail Consumer we've invested over £5.5 million to better our customer service offering.**

### Investing in our service capabilities

Although we've made great improvements to our customer service capabilities over recent years, we recognise that there is always more we can do. Without our customers we wouldn't be in business, so devoting time to addressing their needs and building strong relationships is crucial to



ensuring our long-term success.

This year we've spent over £5.5 million on improving our service capabilities, so that our customers get the most from our products and services. Specific examples of where we've invested include:

- Completely redesigning our Contact Us journey on BT.com, to enable customers to find the right contact options quickly and easily
- A new way of handling customers in their first few weeks with a new product, to ensure that if they have any difficulties everything can be dealt with quickly and at a single point of contact
- Flags in our systems to identify when a customer has called us more than once recently, so that our advisors can take extra care to resolve the issue and make sure the customer doesn't need to contact us again
- New diagnostic tools to enable us to identify issues in the network as soon as they happen, and proactively resolve them
- Speeding up the rate at which we can notify customers of any network and service issues in their area, to avoid causing unnecessary frustration.

## Investing in our people's service capabilities

We have around 6,000 customer service advisors, who are often the first people that come into direct contact with our customers. It's important that these people have the correct skills and knowledge to deal with any issues or queries that need addressing.

In order to build on our knowledge and expertise, we invest in training development and engagement activities to build our reputation for excellent customer service. In 2012, we invested in our people's service capabilities by:

- Delivering over 45,000 days of training, to build up our skills base and support the release of new products to market
- Converting 70 agency-employed customer service advisors to BT contracts over the course of the year to bring skills in-house
- Training over 900 new entrants to customer service
- Continuing our investment in apprenticeships, with 354 people completing our 'The Difference is You' management apprenticeship level 3
- Improving our engagement with employees, moving the CARE index from 3.68 to 3.85
- Increasing the scope of Business Assurance around product launches to help ensure a 'no surprises' launch for our customers and minimising the impact on our operations
- Introducing a Proof Of Delivery capability which mimics the home environment for 350 customers, to identify and resolve issues before they impact on customers

### What happens next?

We've come a long way in investing in our service offering this year. We have developed the

following targets to ensure our continued commitment:

- Further improving our success at resolving problems at the first opportunity
- Increasing the number of 'easy' interactions and reducing those that customers find 'difficult'
- Increasing the number of customers who are ready to recommend BT
- Improving our Right First Time performance and reducing the number of customers who have to contact us.

**Related content:**

[Switch to paper-free billing \(website\).](#)

## Investing for the future

**Our industry has undergone radical change in recent years. Customers demand more from communications services and competition is increasing.**

By being more efficient in customer service delivery and transforming our cost base, we can provide services on a more competitive basis and improve our cash generation, which in turn means we can invest in the future of the business and drive growth.

We are focusing our investments around three broad objectives across the business. These are to

### Defend and grow the value we add for our customers

As well as providing basic communications products, we have made investments so that we can provide higher value services. For example: super-fast fibre-based broadband for consumer and business customers in the UK; managed networked IT services for large corporate and public sector customers; and managed services for our wholesale customers. BT Global Services is adding further value by offering industry-specific solutions and expertise to customers. We have also made investments in customer service and billing; and in our virtual data-centres.

### Capture opportunities in converging markets

The way that customers buy our products and services is changing. Things which were once bought separately are increasingly bought together, in bundles. This convergence creates both threats and opportunities. We have been investing to broaden the range of services we provide to customers as we expand into converging markets. Examples include broadband and pay-TV in consumer markets and fixed and mobile services in SME markets.

### Capture opportunities in international markets

We have continued to invest in high growth regions where customers want to expand. We have

strengthened our position by investing in assets, people and technology to serve multinational and large domestic customers on a global basis. For example, as our customers have expanded into Asia Pacific and Latin America, so we have grown our capability in these regions. We have new technology showcases in New Delhi and Shanghai and a new Secure Operations Centre in Sydney. Network and customer service improvements have been achieved and we have hired new people in key markets. In February 2012 we announced plans to expand operations across Turkey, the Middle East and Africa.

## Safe connections

**Advances in ICT technology mean personal data is captured, stored and transferred more easily and frequently, than ever before. In this section of our report, we show how we're making these connections safer, to ensure people's privacy is protected.**

BT holds customers' personal and financial data and manages data for many of our public and private sector customers. Additionally, our servers and networks are a conduit for information controlled by others. This makes privacy and security of data particularly relevant for us.

We have robust standards on safeguarding data and keep these under continual review as trends and criminal tactics evolve. Recent changes include increasing governance around preventing breaches in data protection and raising standards in handling card payments to reduce the risk of theft and fraud.

## Child safety

The growth in social networking has led to a rapid increase in the amount of personal information shared online, which increases the risks. Children, for example, are particularly vulnerable to predatory users and all users need to be aware of identity theft and internet fraud.

## Open access to the internet

As a major internet service provider (ISP) in the UK, we believe our UK customers should be able to use their internet connection to access and run the content and applications of their choice (provided they are legal). There are many legal, consumer rights and technical issues that need to be considered in relation to our surveillance and web blocking policy. We support the [Broadband Stakeholder Group](#)'s voluntary code of practice on traffic management. We provide our ISP customers with information on their usage and on the network management techniques we deploy. We will not block any legal service or seek to charge content or applications providers for basic service. More information on our [usage policies](#) is available on our website.

We work closely with government to prevent illegal activities online. Since 2004, we have provided UK residential customers with a content blocking system which targets websites on a list compiled by the Internet Watch Foundation. The accredited association was set up by the internet industry and helps us to track and block sites containing illegal images of child sexual abuse and adult content deemed criminally obscene.

## Security and privacy

**Many Britons feel they have lost control over the way their personal information is handled.**

A survey by the Information Commissioner's Office (ICO) revealed more than two-thirds of people don't think that their personal data is sufficiently protected.

The Information Commissioner Christopher Graham has signalled the need to consider the damage that can be done to a brand's reputation when data is not handled properly, pointing out that

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Customers will turn away from brands that let them down

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## Security and privacy

BT takes Security and Privacy very seriously and strives to protect employee and customer personal data, including all payment card transactions worldwide.

All our customers from individuals to major companies trust us to protect their data. For example, BT is the chosen communications partner for the London 2012 Olympic and Paralympic Games. We have put resources in place to play our part in meeting the security challenges this kind of event can pose.

Even the most sophisticated data security systems rely on people to implement them. We have rigorous policies which outline our requirements of all those who handle sensitive information. Ensuring our people understand and apply these policies remains a critical element of our approach, and all employees and contractors who work for BT receive regular training appropriate to their roles. Training completion by business unit is reported to our pan-BT data protection governance committee, the Data Protection Task Force.

## Data protection

As part of our commitment to data protection, we have invested heavily to achieve compliance globally for all payment card processing. BT Security's approach is accredited by Visa and other major card brands. We conduct regular security audits to ensure compliance with the globally-recognised Payment Card Industry standards.

Underlying our systems and practices is a robust set of security policies, which are designed to align with and fulfil all the requirements of ISO27002 – the International Code of Practice for Information Security Management. We have certified in excess of 120 key sites and services to ISO27001, the internationally recognised standard covering information security.

We think that everyone has the right to know how their personal and private information is treated, so we make our privacy policy publicly available [online](#). Customers can also request the policy by

telephone.

Data protection laws are evolving all the time. Following the introduction of new rules on how websites use cookies, we provided an easy to use solution to allow our customers to manage the cookies we use on our [website](#) in March 2012. BT is helping people manage their security settings in a user friendly way without detracting from their online experience.

## Protecting electronic payments

BT is among the leading companies to be able to declare merchant compliance with the Payment Card Industry Data Security Standard (PCI DSS) standards. Our investment in being PCI-DSS compliant, using payment platforms such as BT Buynet, BT SafePay and MyDonate. BT supports the majority of the UK's telethon appeals, which in 2012 included BBC Children in Need, the Disasters Emergency Committee (DEC) East Africa appeal and ITV's Born to Shine appeal in support of Save the Children.

**Candice Pressinger, Head of BT Group PCI-DSS Compliance explained**

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BT enables charities to significantly cut the cost of collecting telephone donations whilst reducing the risk of theft and fraud and is helping people support charities in the knowledge that their payments are safe and secure.

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### Our platforms

**BT Buynet** is a secure credit and debit card processing service for payments being made over the internet or by phone. It affords real time authorisation and fast settlement. Buynet is used across BT to protect our Customers Cardholder data. Customers can purchase with confidence knowing their card data is secure. BT leads the market and employs the latest security technology: 3-D Secure, Verisign Certificates, Encryption and Firewall technology.

**BT SafePay** is a dedicated automated telephone interactive voice response (IVR) system for securely collecting credit or debit card donations using Charity Technology Trust's (CTT) card payment processing system. It enables charities and other organisations to avoid the expense of using call centres and guarantees every call is answered.

**James Redhead, Development Director, Charity Technology Trust says;**

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Telephone donations are a very important method of collecting donations for charities. Every missed call or human error is very costly and there is always the risk of card fraud when card details are being given over the telephone. BT SafePay will significantly reduce the costs of collecting telephone donations and ensure the supporter's card information is secure.

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Our systems allow the public to donate securely and confidently. Online transactions speed up donations going to the charities, which is particularly important for emergency appeals like DEC ones.

**Beth Courtier, BT Group Community Investment Programme Manager sums up:**

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BT's support for charity telethons is a key strand of our community support programme. BT is in a unique position to assist and we are proud to be using our PCI-DSS compliant technology and expertise to help those most in need around the world.

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## **London 2012 Olympic and Paralympic Games**

BT physical and cyber security preparations for the Olympics have also been vital to its role as the Official Communications Services Partner for the 2012 Olympic and Paralympic Games.

BT's response for LOCOG (the London 2012 Organising Committee) to security threats has been to deploy the systems we use for our own networks. BT Assure Threat Monitoring, powered by BT Counterpane, provides our existing customers and now LOCOG with the industry's most complete, single-source enterprise cyber security solution.

**Lord Coe commented for London 2012,**

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BT's well-respected, safe pair of hands is critical. Delivering the London 2012 Olympic and Paralympic Games without BT would simply have been inconceivable.

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Tim Parnell, BT's London 2012 Security Programme Director, said that Security for London 2012 has focused not only on the new infrastructure BT has provided at more than ninety competition and non-competition LOCOG venues, but also on enhancing the security of our existing national and regional communications infrastructure.

## Our plans

As customer concern around Data Privacy grows we are committed through our dedicated Data Protection Programme to maintaining high standards of data protection and security for the data we handle. Many countries are introducing new Data Protection (DP) laws and the EU has proposed a radical overhaul of DP requirements in its proposed draft regulations.

BT has engaged constructively in the debate on the final content of those regulations and we are already working to make sure we are ready for any resulting new requirements as well as meeting the continually increasing challenges of a hostile data security environment.

### Related content:

[Tips: how to be safe online](#)

## Child Internet safety

**Access to the internet is now part of family life and while it allows us to connect and educate, it also brings security and privacy challenges.**

We work in partnership to promote child safety and provide parents with the relevant tools to control what their children are able to access online and on TV, helping to ensure our customers have peace of mind over what their children are viewing.

### Working in partnership to promote child safety

As the UK's leading Internet Service Provider (ISP) we're committed to keeping families safe online.

We work in partnership with the UK Council for Child Internet Safety ([UKCCIS](#)), the Child Exploitation & Online Protection Centre ([CEOP](#)) and the Internet Watch Foundation ([IWF](#)) to educate parents on the practical ways they can protect their children.

In 2011 we developed a [code of practice](#) with other leading ISPs to improve the effectiveness of internet security information for parents and to ensure that customers can filter access to the internet upon purchase or installation.

This year we helped in the development of [UKCCIS industry wide guidance](#), to assist ISPs deliver consistent safety advice for parents and children.

In February 2012, we supported '[Safer Internet Day](#)', an international day to promote more

responsible use of online technology with activity for our customers and employees. The day focused on empowering all generations to benefit from the opportunities offered by the internet.

## Shaping the regulatory landscape

We continue to play a role in shaping the regulatory landscape across the UK and Europe. We are a signatory to [Europe-wide industry principles](#) on best practice to improve awareness and provide clear information on the safety tools available. We are also working with Industry and the European Commission to develop five key issues, which promote online safety and the well-being of children. These are to:

- establish a “single-click” mechanism to report abusive content or behaviour
- provide high privacy settings by default for minors when joining social network-type services
- promote age-rating and content classification of Pan-European Game Information (PEGI) pictograms
- deploy parental control mechanisms with features independent of platform
- create faster processes to identify, notify and take-down child-abuse images

## Promoting safety through our products and services

We offer technological solutions to all our customers to enable them and their families to browse the internet more safely. At BT Retail, this means that:

- All of our broadband products come with a free basic security package which will detect and block viruses when using BT Yahoo email
- Any broadband package with 40GB or unlimited usage comes with Net Protect Plus free of charge to protect against malicious software, hackers and ID theft
- We provide [BT Family Protection Software](#), a free parental control tool, to all out Total Broadband and BT Infinity customers. Parents can block up to 35 categories of online content - everything from pornography through to suicide promotion sites. Parents can also limit the time spent online by children every day; receive email and text alerts if children try to visit blocked sites or chat-rooms; control their children's use of social media; and get reports on children's online activity. Different settings can be chosen for children of different ages, and the settings can be easily adjusted by parents
- We have introduced a system where new customers using their broadband or Infinity installation CD have to make an "active choice" about the child protection settings. The CD takes them through a process where they have to make a choice about having individual filters on or off. Crucially, they are not able to delay or avoid making a choice on which filters they want
- We are evaluating the practicality and level of potential interest in an “active choice” solution which will apply child protection filters to all devices working off a customer's home wi-fi. If parents activate any child protection settings, they will then cover smartphones and iPads in





the home, as well as laptops and desktops

- BT Vision provides a parental locking system that lets parents easily decide what their children can watch. Parents can choose to prevent unsuitable “on demand” content being ordered, while also blocking channels that are similarly inappropriate for children. Parental Controls within OnLive, our online gaming service, also put parents in charge of the OnLive activity associated with their account.

## Living with technology

In addition to promoting safety through our products, we’re very aware that some customers simply need help to understand the online world their families interact with. With this in mind our employees have been working with local schools in London, Northamptonshire and Newcastle running what we call ‘living with technology’ workshops. These sessions explain the basics on how to avoid threats and keep families safe online, as well as very practical advice on topics such as how to set privacy settings on Facebook, search the internet safely.

This is a trial programme that’s received great feedback from the schools we’ve worked with so far.

### Related content:

[BT family protection software](#)

[BT Vision](#)

[BT balanced communications diet \(website\).](#)

## Network management

**We believe strongly in an open, competitive and innovative internet. We have said that we will not charge content providers for basic internet delivery, but we do believe that Internet Service Providers (ISP) and content providers should be free to strike deals over how traffic is delivered.**

BT alongside other UK operators supports the Broadband Stakeholder Group's voluntary code of practice on traffic management. Find out more about this code from the [Broadband Stakeholder Group's website](#).

We have made four key public commitments:

- BT broadband customers will be able to access any internet-based service or applications.
- No legal service or application will be blocked on these products.
- Content and application providers will not be charged for basic internet conveyance.
- We will provide wholly transparent information to customers on our traffic management practices in line with industry best practice.

## Broadband usage policy

To give all customers optimum service, irrespective of network demand, we have a usage policy covering Monthly Usage Allowances and Network Management of specific applications, which is measured each calendar month (from the first of the month to the end of the month).

We publish our Key Facts Indicators (KFIs) to enable consumers to compare the traffic management practices across these ISPs (which together represent over 90% of broadband customers). These KFIs are now published on each of the ISP websites (BT's is available at [www.bt.com/broadbandusagepolicy](http://www.bt.com/broadbandusagepolicy)) so people can find out what sort of traffic (such as e-mail, Voice-over-IP and peer-to-peer) is slowed down, blocked or prioritised and at what times of day this happens. The KFIs also show what data caps and download limits apply on their specific broadband products.

The aim of this transparency is to help consumers to make the right choice of ISP/product for their needs, and give them the tools to decide to switch providers should traffic management be important enough to them. We think people may be surprised to see that so few types of traffic are actually managed.

## Broadband Speed

BT supports Ofcom's Code of Practice on Speed and is committed to providing the best information about what affects customers' speeds and managing our service to optimise the experience for all our customers. To find out more about Ofcom's Code of Practice on Speed visit [Ofcom's website](#).

## Digital Inclusion

**Connecting people is at the heart of BT. As the oldest communications company in the world, we have been helping people to communicate for a very long time.**

We understand that it is increasingly important for people to have confidence in using technology, as well as good communications skills, to help enhance their lives. We recognise the enormous potential for information and communications technology (ICT) to make a positive difference, not only to the lives of individuals, but also to society as a whole.

In 2002, when BT began its UK programme to help people get online, 46% of households had access to the internet and 52% of adults had gone online. Ten years later, 77% of households and 84% of adults have been online. However this still leaves 8.2 million people in the UK who have never been online, leaving them excluded from the many benefits which the internet has to offer.

As the gap between the "haves and have nots" grows and the need to address the digital divide becomes more urgent, we are devoting greater resources to this area. Responsibility for directing these resources is vested in the Digital Inclusion Steering Group. This group consists of senior managers from across our Lines of Business under the chairmanship of the Director of strategy development. Its role is to support the development and implementation of BT's digital inclusion strategy, targets, reporting and improvement programmes worldwide.

## Connections for all

The UK has one of the highest levels of broadband availability in Europe, with 99% of premises being able to receive a type of broadband connection and around 67% currently having a fixed broadband connection. It is a central part of people's lives. We believe this access should be available for all, so offer a range of packages and services to meet the needs of all kinds of customer.

In this section of our report, we explore how we're addressing some of the technological, social and economic reasons why they are not yet online.

- For our solutions to help customers that may be disabled or lack mobility see our Including You portfolio pages in this section
- For information on the value packages that we offer to UK consumers, read on.
- For our activities to help people who lack the confidence and skills to make the most of digital technology see our [digital inclusion](#) section.

## Our service offering

### Broadband-based consumer services

Driving broadband-based consumer services is a key element of our company's strategy. In part this is to;

- Offer competitively priced bundles of broadband services with telephony and TV
- Maintain our differentiation against competitors, and continue our dual-brand strategy through our lower cost [Plusnet](#) business.

### Our business customers

We provide information on both our UK small and medium sized business offering and our Large UK and international business offering through our websites.

#### Related content:

[BT Retail serves UK and Republic of Ireland consumers and SMEs.](#)

[BT Global Services provision of managed networked IT services for large corporate and public sector customers.](#)

[BT Wholesale provides a broad range of voice, broadband and data communications services for fixed and mobile network operators, ISPs and telecoms resellers in the UK](#)

[Openreach is responsible for the 'last mile' of the UK access network](#)

## Our Get IT Together Programme

**As the UK's leading Internet Service Provider (ISP), many people already enjoy the social and financial benefits of being connected to the internet through BT's network.**

We see it as part of our role to help the 8.2 million people, in the UK, that aren't online by providing support through our Get IT Together programme. This brings together a wide range of activities which have a single common purpose – **to help people get online.**

## **The Get IT Together website**

Our Get IT Together website provides information, advice and resources to help the digitally savvy help to get their friends and family members online by giving face-to-face support. Research by the Communications Consumer Panel shows that people prefer to be coached or helped by someone they know - we focus on making more of these conversations happen.

Launched in October 2010, over 54,000 people have visited the site's tips, tools and guides for getting started. Beginners can also register for online training courses or find the details of their nearest learning centre.

UK television presenter Gabby Logan is championing the campaign as BT's Get IT Together ambassador, and in October 2011 recorded a series of videos that share her tips and pointers on getting the most from being online.

We've pledged to get 100,000 people online by July 2012. Fuelled by our position as the UK's leading ISP, we estimate that, during the year, we have added over 110,000 people who are new to broadband. In addition, through our Get IT Together programme which includes partner activities, just under 11,000 people have taken part in an introductory training session (or online module) and of these, over 6,600 have gone on to become regular internet users.

## **Get IT Together resources**

We have also produced a range of free downloadable resources which can be used to support both learners and helpers. These resources cover a range of topics from advice on how to get started through to specific hobbies/interests such as genealogy. There have been over 10,000 downloads from the site since these resources were formally launched in September 2011. They are also being translated into Welsh.

## **Get IT Together local projects**

We know that in many cases a friendly face and local venue are needed to start people on their online journey, so we fund local projects to complement our UK-wide support. These projects seek to create a meaningful legacy over a two to three year period of investment.

We work with a number of local and national partners, including Nominet Trust, to deliver these projects. Citizens Online, a digital inclusion charity, manages the implementation of projects on our behalf. Citizens Online employs people in the selected communities to co-ordinate local activities, reaching out to individuals who need help to get online.



We undertake a mapping exercise to identify the communities that most need support from our investment. In selecting these areas, we take into account a range of factors such as levels of deprivation and low broadband take-up.

Following the success of our pilot project in Cornwall which started in 2011, projects have been now been started in 14 locations across the UK - namely Cornwall, Bristol, Northern Ireland, Caerphilly, Gwynedd, Leeds, Sutherland, Skye, Caithness, Barnsley, City of London, Glasgow, Kirklees and North Lincolnshire. For the majority of these projects, the appointment of local coordinators took place during September, October and November 2011.

Beyond financial support, BT also provides:

- a range of free Get IT Together resources as part of the start-up kit for project coordinators
- twelve months free broadband to two community groups nominated by coordinators, for each year of the project
- professional marketing resources and brand guidelines
- access to other parts of the Get IT Together programme: BT Volunteers, Internet Rangers, Community Connections, Education Programme resources and Community Web Kit.

Through our GetIT Together 'connected communities' project in Ireland, we have also developed partnerships with community organisations in Dublin and Limerick.

## Measuring our impacts

We recognise that helping people to get online can have a profound impact on their lives but that this can sometime take months or even years to achieve. In order to measure the success of each project, we track the number of people who;

- participate in an initial introductory session
- go on to take part in a further three sessions (to help consolidate learning) and
- go on to become regular internet users

By March 2012, 1,014 had taken part in at least one session, 634 had attended four or more sessions and 24 reported that they had become regular internet users. This includes people who took part in the pilot phase of the Cornwall project in January 2011.

We are also conducting a longitudinal study to be able to monitor learner progress.

The first results from a pilot study showed that, of the 22 participants sampled at random from the project:

- 68% have gone on to become regular internet users
- 45% are encouraging friends and family to use the internet
- 36% are now users of online Government services.

We have arranged for [Corporate Citizenship](#) to carry out an independent review and assessment of the way we measure the impact of our programmes.

**Jon Lloyd, head of LBG at Corporate Citizenship said,**

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BT is to be commended on taking this step to ensure that its evaluation processes are effective. Undertaking such an exercise demonstrates that BT takes its responsibilities to the community seriously.

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Perhaps the best perspective on the difference this makes is through the eyes of one of the beneficiaries of the project.

#### **Valerie's story**

Valerie Rowe was determined to learn more about IT so she went to her local library to find out more. On that first visit to the library, she was thrilled to discover that the screen could be adapted for her, as she is partially sighted.

From that initial session, Valerie attended additional classes facilitated by Project Coordinator, Jay Chapman, at a local community centre. Valerie told us the session felt inclusive and that the learning was at the right pace for her experience. Among the many benefits from the sessions which included making new friends locally was Valerie's discovery of Skype, which she now uses to keep in touch with her family in Thailand and South Africa.

#### **Valerie says:**

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It's lovely to keep in touch. It's like being in a room with my family. It feels like I'm contacting my family immediately and I feel that I'm closer to them. I can see my grandchildren growing up. Being online has made my life so much easier and I can converse with people even though my sight has been affected.

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**Related content:**

- [GetIT Together assurance statement](#)
- [Our GetIT Together website and resources](#)
- [Gaby Logan shares her tips and pointers \(video\)](#)

## Targets

Start	End	Description	Update	Target Status
April 2010	July 2012	We aim to get at least 100,000 more people who've never used the internet before online by London 2012 - part of our Race Online 2012 support (UK).	March 2012 update - Fuelled by our position as the UK's leading ISP, we estimate that, during the year, we have added over 110,000 people who are new to broadband.	On Target

## Affordable access

**Cost is a factor affecting the uptake of technology, so we strive to keep our services affordable, making the benefits of being connected as widely available as possible.**

In the UK, we have a legal duty – the Universal Service Obligation – to make basic telephone services available to all consumers at affordable prices.

We have frozen many of our prices for UK residential customers until 2013. This follows a series of price updates that took effect from December 2011. Full details of our packages for Broadband, calls and TV can be found on our [website](#).

### Affordable telephony and internet services

We provide a low-cost telephone service called [BT Basic](#) to UK customers who receive income support, income-based jobseeker's or employment support allowance or guaranteed pension credit. BT Basic also helps customers to manage what they spend through an automated 'Call My Bill' phone service and 'View My Bill' online service. BT Basic also offers a free call-barring option to block certain costlier types of calls, and the option to have broadband access.

[Plusnet](#), a BT business in the UK, provides a low-cost broadband service. Plusnet's success has been driven by a combination of competitively priced packages, self-care tools for customers, referral discounts and a country-wide marketing campaign.

### Avoiding disconnections

We make every effort to avoid disconnecting customers. We offer flexible payment options to help people budget for their bills and work with customers having temporary payment difficulties to agree on payment over a longer period than usual. See our [Codes of Practice](#) for further detail on our procedures for requesting payment and the help customers can expect if they have problems paying.

## BT Internet Rangers

**By the time they reach teenage years, many young people have overtaken their parents, when it comes to digital skills.**

The BT Internet Rangers scheme was set up to encourage and recognise the work of people up to the age of 16 who help bridge the digital divide between generations in their communities, either as individuals, or through their school.



These young people can help others who lack the skills, motivation and confidence to get online. Having a trusted person to help support them makes a big difference in trying to overcome what they see as a daunting challenge.

During 2012, we redesigned the BT Internet Rangers website to improve navigation and include new content. The website also offers a range of free downloadable resources and helpful videos about getting online for the first time, designed for scheme participants and the people they help.

### 2012 winners

In 2012, the overall UK award winner was Lydia Lake. For three years, Lydia has volunteered at Burlington House sheltered housing accommodation to help elderly residents get to grips with computers and the internet.

**Lydia said,**

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It is good for people my age to be encouraged to volunteer because it is really rewarding. I love talking to people from the local community and being able to give something back. To see how my simple IT lessons have affected the residents' lives so dramatically for the better is amazing. It makes me proud and I really look forward to coming each week to teach them new things about the internet that they would otherwise be unaware of.

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The BT Internet Ranger School award encourages schools to organise activities where pupils pass on their ICT skills to help people in their local communities get online. This year, Durrington High School in Worthing was the overall winner and used the award of £4,000 to purchase more laptops



and put on extra sessions to help even more people.

Avonbourne School, a BT Internet Ranger School award winner in 2011, also received a [Big Society Award from the UK Prime Minister](#) for helping people to get online. They were also featured in an article in the Times Educational Supplement magazine as an example of innovative practise. Great Barr School, who also won in 2011, received a [Digital Leaders Award](#) from the Rt Hon Francis Maude MP at the National Digital Conference.

Details of other young people and schools who have won awards are available at the scheme's website, along with details of how to apply.

## Getting our people involved

During the year, we have developed resources to enable BT employees to volunteer to lead BT Internet Ranger sessions in schools. Sessions have been held at Ash Manor Secondary School in Hampshire, Hastings Academy in Sussex, St Andrews High School in Surrey, and Windygoul Primary School in East Lothian.

### Related content:

[Watch a video from Avonbourne School - the runners up for the BT Internet Ranger School of the Year award.](#)  
[BT Internet Rangers \(website\)](#)

## Supporting older and disabled people

**We believe that everyone should get the most from communications technology, regardless of ability, impairment or level of technical ability. We produced our first accessible telephone with extra-large dials and flashing lights in the 1930s, and have continued to innovate ever since.**

## How we're responding to the issue

### The Inclusion Leadership Panel

We want to make sure we're doing all we can to be as inclusive as possible. In order to gather an independent view on our activities, an Inclusion Leadership Panel has been set up with external disability experts. Two meetings were held in 2012

**Phil Friend, OBE, FRSA, Director, Phil & Friends Ltd, joint chair, commented that:**

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Panel members are committed to working with BT and believe that the Panel has a useful contribution to make in supporting BT in its desire to be world class in the implementation of inclusive technologies. We have seen real evidence of BT colleagues taking members' concerns seriously and pursuing actions designed to deal with those concerns.

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One of the initial outcomes from the Panel has been improved communications with health and social care professionals (see below for more).

### Support through our products and services

After two years of research and design, we launched a new big button phone in 2012. The spacing of the buttons has been increased and a new 'Loud' key has been added, which boosts the volume at the touch of a button.



We're also using our free Network Controlled Calling service to help people with conditions including memory loss, learning difficulties or dementia who make continuous repeat calls (also known as 'involuntary nuisance calls') lead independent lives. Find out more at [www.bt.com/ncc](http://www.bt.com/ncc).

Additional information on all of our range of inclusive products and services is available on-line at our [Including You website](#), which, since its launch in 2010, has received an average of 37,500 visitors a month. Our [BT Life Blog](#) also features regular posts from Dave Barrett, our resident expert in accessibility.

In 2012 we also attended a selection of major disability exhibitions and events, such as Naidex, the UK's largest disability homecare and rehabilitation event across the UK. These events, attended by over 28 thousand people, give our team the opportunity to give advice on communication issues as well as listening to suggestions and ideas.

### Advising Health and Social care professionals

We recognise the importance of trusted third parties, and ensure health and social care professionals have information on our products and services to use in their day to day work. To this end we:

- produce a monthly newsletter, [Including You>Connections](#)
- have a dedicated service desk for health and social care professionals
- service a network of BT Try Before You Buy centres, where we provide telephones and leaflets at locations where people can visit and test the equipment before purchasing. See our [TBYY pages](#) on the Including You website.
- provide health and social care professionals with loan equipment to show customers

(mainly in rural areas where transport isn't easily available)

Based on the advice of the Inclusion Leadership Panel, we enhanced the Including You website to include a community area for health and social care professionals and created a blog for professionals to share information.

Feedback from the 2012 perception survey shows over 76% of respondents passed the information on to clients and 17% reused it in newsletters.

## Innovating for deaf customers

In 2006, we were the first FTSE100 company to provide content in British Sign Language (BSL) on a dedicated communications website. We developed this work further in October 2010 providing BSL video content as standard throughout our [Including You](#) site (for customers requiring extra help with their communications).

We recognise that customers have different preferences when it comes to how to contact BT. In November 2011 we extended our range of options by introducing a trial of BSL access to our customer services.

**Minister for Culture, Communications and Creative Industries, Ed Vaizey, MP, said:**

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This trial will offer people who are deaf and hard of hearing a greater choice in how they contact BT. I hope other organisations will recognise the importance of BSL and offer it as a way to communicate with them.

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**Ruth Myers, chairman of TAG, the consortium of the main deaf organisations concerned with e-communications, said:**

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TAG warmly welcomes BT's offer to make it possible for British Sign Language users to contact BT in their own language. Similarly we hope all businesses will make a range of contact options available for deaf consumers.

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We have also received positive feedback on the service from our customers:

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Just wanted to say how impressed I am with the trial with BT. I used it for the first time today and my query was dealt with in matter of minutes!!! If I was doing this via Typetalk I would still be on the phone for ages, or be getting cut off!!

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### Partnering to promote inclusion

We work with various partners to further our customer inclusion agenda. Our work in 2011-12 focused on hearing health and helping people make the most from technology and the internet,

- We partnered with [Action on Hearing Loss](#) to encourage more people to think about hearing in the same way they do sight and take a regular hearing check. We created new content on our [Including You](#) site, including a link to the charities hearing check. Our support has resulted in a 18% uplift in the number of people taking the hearing check online or over the phone since June 2011
- We worked with AbilityNet to deliver the inaugural [Technology4Good Awards](#), celebrating UK charities, businesses and individuals that use digital technologies to change our communities for the better. Lifelites, a charity that uses technology to help children in hospices, was named the overall winner in 2011.

#### Related content:

[Our website for those who need extra help with communications](#)

## Supporting communities

**We are helping community groups connect and enhance their presence online,**

We support community groups in a number of ways, including offering resources free of charge.

### BT Community Connections

The BT Community Connections (BTCC) award scheme has been helping community groups get online since 2000. In November 2010, we re-launched the scheme to focus on community groups who help people to get online, particularly in areas of deprivation. In 2011, 239 community groups from across the UK (out of 664 groups which applied for an award) were selected by our judging panel to receive 12 months of free broadband which will help them to increase internet use in their communities. As a result of the rollout of fibre broadband, we were able to provide 22 community groups with 12 months free BT Infinity.



The 2012 judging panel included representatives from Race Online 2012, AbilityNet, UK Online Centres, Common Purpose, Charity Technology Trust and Business in the Community.

This year, we introduced the BTCC Plus award to encourage award recipients in 2011 to provide regular feedback on the number of people they have helped to go online, in turn helping us to understand the impact of our investment. To be eligible for these awards, groups had to provide a minimum of six monthly updates together with at least three testimonials from people who were being helped to get online. More information about the winning groups is available on our website.

The BTCC scheme received external recognition, winning the Best Corporate Social Responsibility category in the Best Business Awards. The citation read:

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This scheme has made a real difference to many of the nine million people who do not use the internet. BT discovered that many non-users, often from socially disadvantaged groups, would like to get online but don't know how. Through the 7,000 awards made, millions have learnt how to use the internet to find cheaper goods, jobs, get information and make friends.

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## Community Web Kit

BT's Community Web Kit is a free service for charities and not-for-profit community groups who want to set up their own website but lack the technical skills to do it themselves. Since the kit was re-launched in November 2010, it has helped charities to build over 6,000 websites and attracted more than 33 million page views to these sites. The service also provides free website addresses and hosting and gives users layouts and design templates to choose from to give their sites a professional look and feel.

A MyDonate widget launched in January 2012 allowing registered charities to add to their home page a button to encourage people to make donations and fundraise via the MyDonate platform.

### Related content:

[BT Community Connections \(website\).](#)

[BT Community web kit \(website\).](#)

## Supporting people with disabilities

**We plan to develop technology which will help people with a range of complex physical and learning impairments to live more independent lives.**

In 2012, we began work on a three year partnership with Scope, a UK charity that supports disabled people and their families. This builds on our successful partnership with Scope on the Wheeltop project and “No Voice, No Choice” campaign.

## Research and innovation

The project aims to use mainstream equipment to perform functions which are currently only available using more expensive specialist devices. Technologists working at Beaumont College have started to develop the use of tablet devices, to carry out tasks such as opening and closing doors, windows and curtains, and controlling heating and lighting. Students who are taking part in the project also want to be able to turn televisions on and off, change channels and read eBooks by using these media devices. These developments are being supported through close collaboration with the manufacturers of specialist equipment as well as academic partners.

We are preparing for the research element of the project which will take place during 2013. This will comprise two key strands:

- A review and analysis of existing research and policy - and how this has influenced the development of separate markets for specialist and mainstream devices.
- Developing a compelling vision of how fully inclusive technology can be used to improve the lives of disabled people through future modelling workshops with key stakeholders.

By sharing the learning with other excluded groups, we believe that the impact made will extend far beyond those who are directly participating in this project

## Helping employability

**Basic digital literacy is increasingly essential in the workplace. Where people lack the skills or confidence required to find work, we're exploring ways to share our knowledge.**

Two of the projects we're involved with, aim to give people the digital skills they need to find or change jobs:

### Citizens Advice Bureau

For some people who seek support from Citizens Advice Bureau (CAB), being able to improve computer and internet skills would improve confidence and employability. To help address this, we're supporting a pilot programme which has seen computer equipment installed across three sites.

In Greenwich, pilot activity has already begun and in Waltham Forest, an Information Assistant (who will deliver the project) has been recruited by CAB and is in post.

In Swansea, the search is on for a part time person to manage the project and we have a BT volunteer who is working with Swansea CAB to begin Digital Inclusion activity locally. We're also providing support to produce marketing resources that will help advertise the pilot.

## St Giles Trust

St Giles Trust works primarily with ex-offenders to help with training and equipping them for life beyond prison. In January, a group of BT apprentices ran an IT workshop for St Giles Trust employees/volunteers to provide them with basic computing skills. They in turn passed on their new computing skills to ex-offenders coming out of prison - to help them apply for jobs.

## Engaging our people

**Using digital technology is part and parcel of work life in BT. Many of our people are happy to volunteer to share their skills and experiences with the community.**

As part of our support for Race Online 2012, we have set a target to encourage and support 10,000 “Digital Champions” by December 2012. These are people who pass on their digital skills to help someone get online. By the end of the March 2012, 1,080 BT employees had done this. Through our programmes and partner activities a further 562 people also volunteered to share their skills. In addition, our free resources which were created to support people who want to share their skills were downloaded over 41,000 times.

The number of people who are willing to act as digital champions is increasing steadily as our programmes become more established. We recognise that this is essential if we are to achieve our challenging target.

Many of our employees take advantage of our volunteering policy to share their skills and experience to help others get better connected. There are examples of this throughout the report – but we have included a couple of additional stories with an employee angle below.

## Give an Hour

As a Race Online 2012 partner, we supported the “Give an Hour” campaign which encouraged people to use the extra hour when the clocks went back at the end of October, to help someone they know to get online. Part of BT’s contribution to this campaign was to commission a telephone poll which showed that one in five adults has never sent an e-mail, and that almost half of those who had lost touch with a close family member said they would like to reconnect with them.

We encouraged staff to help address this by supporting someone they know to get online. Over 200 people volunteered to do this, assisting nearly 400 people to get online for the first time. We publicised the event using our consumer communication channels and incorporated a registration form on our website to make it easy for people to pledge their support.

We also gave away an iPad to the volunteer that we felt made the most difference, which was awarded to Raj Pandya, an Openreach employee from Surbiton. Raj helped a group of elderly people with limited English to access the internet by creating instructions for them in their native Gujarati, supported by simple drawings.

**Raj said:**

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I showed them where they can read Gujarati newspapers and magazines and listen to Gujarati music and songs. This has already enhanced the quality of their lives and they are looking forward to receiving more support on how to get the most from the internet.

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Plusnet staff also volunteered to support the Go On Give an Hour event in Sheffield.

### Love to Reconnect

In February, to coincide with Valentine's Day, we worked with Citizens Online to arrange free taster sessions to show how the internet could be used to help people reconnect with friends and family. As well as proving popular to people who want to get online, we organised a knowledge call for BT employees to encourage them to volunteer to support these events. Seventy-seven members of staff registered to support these sessions.

As not all employees live near to the event locations, we offered the opportunity to "give an hour" at a time and location which fitted in with their personal circumstances. A further 53 employees have helped someone get online as a result of this.

#### Related content:

[Plusnet helps GO ON Sheffield \(video\)](#)

[Race Online 2012 \(website\)](#)

### Targets

Start	End	Description	Update	Target Status
April 2011	December 2012	We aim to support another 10,000 'Digital Champions' by the end of 2012 - part of our Race Online 2012 support (UK).	March 2012 update - 1,080 BT employees had done this. Through our programmes and partner activities a further 562 people also volunteered to share their skills. Whilst the number of people who are willing to act as digital champions is increasing, we are taking additional steps to encourage more people to get involved as this is undoubtedly a very challenging target.	At Risk



# Thank you

for reading what we have to say –  
now we want to listen to you.

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Email us at [crrreporting@bt.com](mailto:crrreporting@bt.com) and tell us what  
you think of this review and sustainability at BT.



If you'd like more details about our corporate responsibility  
and sustainability activities and performance please visit our  
website where you can:

- Search our full sustainability report
- Download our free educational resources
- Check out our latest information
- Join in on our blogs

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all at [www.bt.com/betterfuture](http://www.bt.com/betterfuture)



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