

A powerful communicator.

BT creates personalized campaigns that strengthen customer relationships by delivering the right information at the right moment.



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Gareth Russell Jones, Head of Data and Innovation, BT

SOLUTION

Adobe Experience Cloud including the Adobe Campaign, Adobe Target, and Adobe Experience Manager solutions in Adobe Marketing Cloud and the Adobe Analytics and Adobe Audience Manager solutions in Adobe Analytics Cloud

Adobe Customer Solutions

RESULTS



Delivers personalized, **TARGETED** cross-channel experiences for business customers worldwide



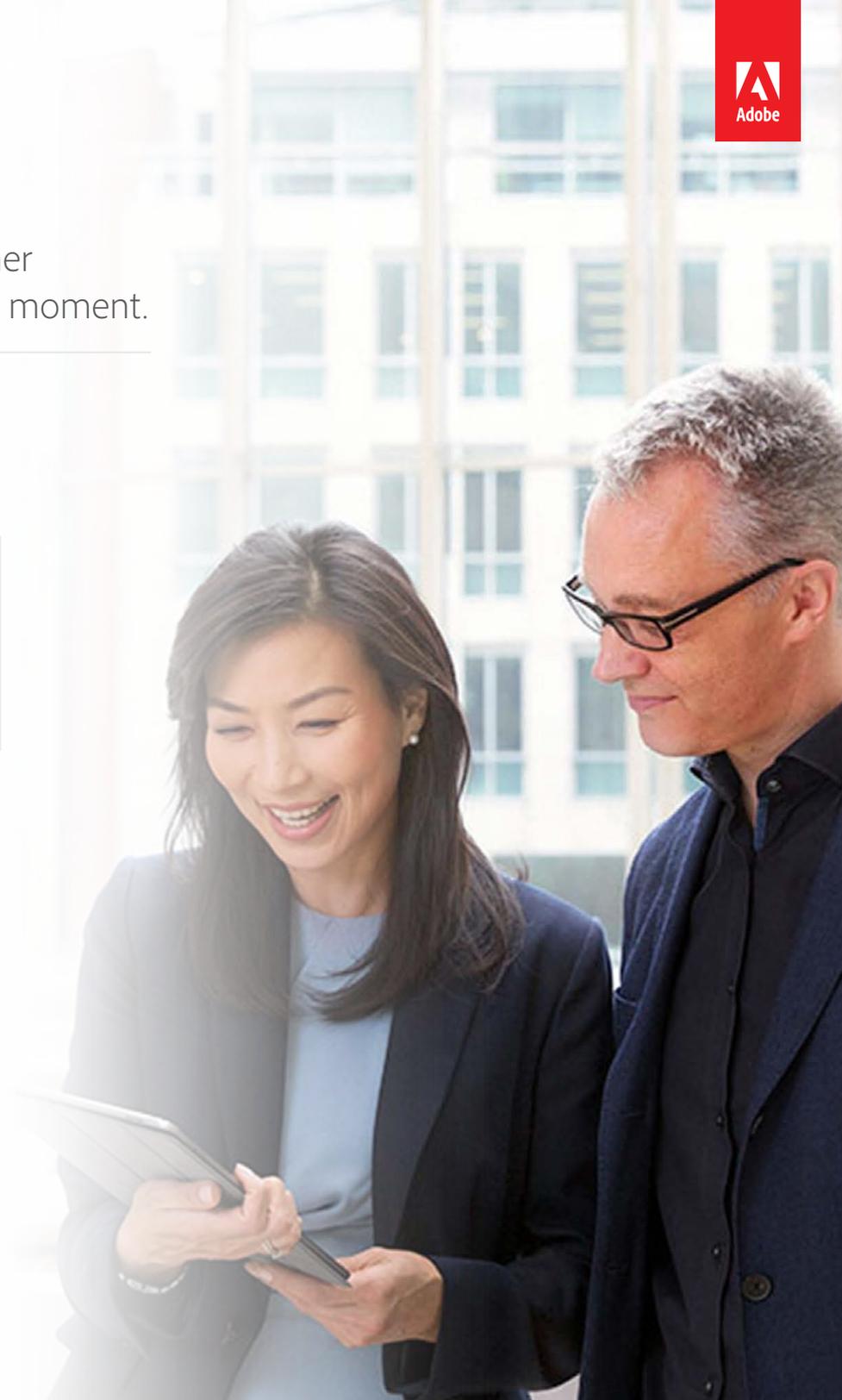
Improves decision making using **DATA** to identify best channels and offers for different audiences



Achieves **17%** higher open rates for targeted email and SMS campaigns



Cuts call center volumes **IN HALF** by providing timely, relevant service information



British Telecom

Established in 1969

Employees: 106,000

London, United Kingdom

www.bt.com

CHALLENGES

- Creating personalized, omnichannel customer experiences
- Using customer data to improve relevancy of communications
- Improving self-service options for customers to reduce demands on the call center

USE CASES

- Journey Management
- Digital Foundation
- Campaign Orchestration
- Customer Intelligence
- Audience Activation
- Personalized Experiences
- Email Plus

Bespoke service

BT provides telecommunications solutions to support companies of virtually any size, from startups with fewer than 100 people to large enterprises spanning continents. The key to the company's success has been its ability to tailor services by combining voice, mobile, cloud, security, connectivity, networking, and other services to meet each customer's exact needs.

"Customers' primary concern is the experience they receive—not the technology behind the experience," says Bob McNinch, Director of Digital and Data for BT and Public Sector Divisions. "Experiences need to be simple, brilliant, and meet customer expectations. Most of all, communications need to be personalized to truly capture the attention of customers."

By taking a data-driven approach to understand its customers, BT can better understand what they want and the type of information that is most useful to them as their relationships with the telecommunications company evolve. Using Adobe Experience Cloud, the company can see which content specific customers engage with and the resulting impacts.

Insights developed with Adobe Analytics and Adobe Audience Manager are fed to teams across BT, including marketing, sales, IT, digital, and data teams. The insights are used to improve decision making about the best channels to reach customers with the offers that appeal most to different audiences. These insights are also helping marketers to pinpoint the best time in a customer's journey to introduce information or new services.

"We have more than 1.2 million business customers and their needs differ greatly," says Suzanne Clark, Senior Manager, Digital Product and Strategy Team at BT. "Through ongoing conversations with customers, we get to know what's most important to them and recommend the best mix of services to support their goals, today and in the future." Regularly, the company can analyze key audience segments, making up 800,000 customers, to improve services.

Activating insights

An area in which BT saw one of its biggest opportunities for enhancing communication with customers was to use the Adobe Campaign solution within Adobe Marketing Cloud to support its cross-channel engagement strategy, including email, online, direct-mail, and mobile channels, as well as its call center. By delivering more tailored communications to reflect where customers are in their evaluation process or ongoing use of BT services, the company can improve customer relationships and even reduce service and support costs.



“Adobe Experience Cloud enables us to create rules about how we engage with different types of customers. We can deliver virtually unlimited variants of an email, so that each communication appeals to the person receiving it.”

Sinead Gilbert, Senior Marketing Manager, BT

“It’s important for us to know our customers and show that we care about them,” says Gareth Russell Jones, Head of Data and Innovation at BT. “Adobe Experience Cloud solutions enable us to provide customers with useful communications and move away from just sending out general product information. Instead, we can more directly respond to customer needs.”

At the beginning of the company’s B2B sales process, BT leverages Lead Management capabilities within Adobe Campaign to help generate, manage, score, and activate leads. Within pre-sales communications, the company is integrating all of its sales inquiry forms—more than 170—into campaign workflows, helping BT capture customer information, feed customer data into reports, and provide sales teams and executives with insight into success at different phases of the sales cycle.

Automating lead management helps BT always be engaged with its customers. For example, always-on lead generation campaigns for two of its main products—BT Net and Cloud Phone—help BT to target and re-nurture leads, renewing interest in its services. At the same time, lead scoring helps to track what percentage of audiences are engaged and identify additional opportunities for re-engagement.

“Insights generated with Adobe Campaign provide a deeper understanding of where customers are within the sales funnel,” says Jones. “It helps us determine which communications, services, and experiences we should offer next, or where customers are leaving the funnel so we can rethink our strategy.”

Improving service

One common reason why BT customers reach out to the company is for basic service information, such as how to use everyday features or better manage their accounts. By providing customers with more tailored information that addresses their specific questions—and delivering it via today’s popular devices—the company can update customers about important service details, while reducing query calls coming into its call center.

BT uses targeted email and SMS campaigns to provide customers with quick insights into minor service updates. It also uses email and direct-mail campaigns for more involved communications. These can include links to online content providing specific details about service updates. By providing customers with more timely and relevant information through more proactive communications, BT has reduced its call center volume by half. At the same time, the company has seen open and click rates on its digital communications increase by 17%.

Adobe Campaign then serves click and engagement information back to BT to record customer activities. This information is valuable not only from a marketing and communications perspective, but it also helps the company maintain compliance.



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Gareth Russell Jones, Head of Data and Innovation, BT

“One important measure of our impact has been our ability to track when we directly connect with customers,” says Sinead Gilbert, Senior Marketing Manager at BT. “Adobe Campaign records what we’ve sent to customers and if they received it. It also lets us be sure that we include all appropriate customers in any direct-mail campaigns. We know that all of our customers are getting the information that they need.”

Gilbert also noted that the increased visibility has dramatically reduced duplication of effort in reaching out to customers.

Better conversations

In the call center, service agents use a web-based application built on top of Adobe Campaign to view customers’ recent activities. Agents can see which webpages customers have viewed, what emails customers have recently received, and more, to provide them with a clear understanding of what customers are calling about. As a result, conversations can be much more informed, targeted, and efficient, and average call handling times have decreased.

“The new web application built on Adobe Campaign provides our agents clearer insights into what customers want and helps them focus directly on a customer’s most pressing needs,” says Jones. “This creates much better experiences for customers and reinforces that we are here to help and are committed to their success.”

As customers interact more with BT content, the company learns more about exactly what they want and their preferred devices for accessing information. In turn, the company can further refine communications and personalize experiences to reach customers in the best ways possible.

Launch to success

To kick start its success with Adobe Campaign, BT engaged Adobe Customer Solutions to support implementation and training, and to provide ongoing consulting services. The Adobe team shared practical steps and best practices for implementing the platform and delivering campaigns. The Adobe team also supported the integration of Adobe Campaign with the rest of Adobe Experience Cloud.

“We could have implemented Adobe Campaign without Adobe Customer Solutions, but it would have taken at least twice as long and it’s unlikely that we would have achieved the same success as quickly,” says Jones. “Having Adobe working on-site with us felt like a true extension of our team. They were fully invested in our success, openly transferred knowledge, resolved issues, and enhanced our day-to-day processes.”

SOLUTION AT A GLANCE

Adobe Experience Cloud, including:

Adobe Marketing Cloud

- Adobe Campaign
 - Campaign Management, Visual Cross-channel Orchestration, Integrated Customer Profile, Personalized Targeting, Real-time Interaction Management, and Cross-channel Execution
- Adobe Experience Manager
 - Sites and Assets
- Adobe Target
 - AB Testing, Multivariate Testing, and Rules Based Targeting

Adobe Analytics Cloud

- Adobe Analytics
 - Marketing Reports and Analytics, Data Workbench, and Data Connectors
- Adobe Audience Manager
 - Audience Activation, Cross-device Measurement, and Audience Optimization

Adobe Customer Solutions

For more information

www.adobe.com/experience-cloud.html

www.adobe.com/experience-cloud/service-support/consulting-services.html

In addition to standing up the platform, Adobe Customer Solutions spent significant time on-site—helping to create early campaigns, providing training to sales, marketing, and IT teams, and conducting knowledge sharing sessions with campaign developers—creating a solid foundation for collaboration across teams at BT. Through a unified understanding, language, and solution set, teams are now working together more closely and organizational siloes have been eliminated.

More personalized service

In addition to using Adobe Analytics, Adobe Audience Manager, and Adobe Campaign, BT uses the Adobe Experience Manager and Adobe Target solutions in Adobe Marketing Cloud to further enhance customer experiences and communications. Integrations between Adobe Experience Manager—the company's asset and site management platform—and Adobe Campaign enable BT to dynamically personalize creative, layout, and content within an email according to a customer's profile.

"Adobe Experience Cloud enables us to create rules about how we engage with different types of customers," says Gilbert. "We can deliver virtually unlimited variants of an email, so that each communication appeals to the person receiving it."

Adobe Target also enables BT marketers to take personalization one step further. By using AB Testing and Multivariate Testing capabilities, BT can test new experiences for different audiences to determine which layouts, offers, and other approaches most resonate with customers.

"Adobe's vision for delivering captivating customer experiences aligns so closely with our own that, from adoption to deployment, we can focus all of our energy on business, strategy, and customers," says McNinch. "We look forward to continuing to elevate what we do across channels using Adobe Experience Cloud as the platform evolves."

