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19

BT Consumer's Journey to World-Class Lifecycle Management & Omni-Channel Decisioning

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BT Consumer: Two Great UK Brands



£10.4b

revenue

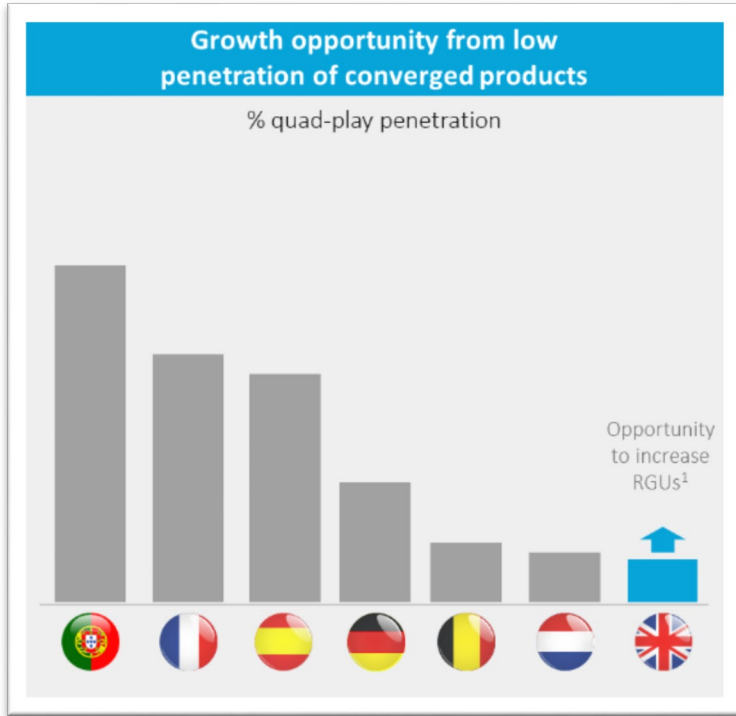
30m

connections

13m

households

Foundations in place for Quad Play take-up in UK



Fixed network	✓
Mobile network	✓
TV platform	✓
TV content	✓

- Strong spectrum holding in the UK & 5G network
- BT Sport with Champions League exclusivity and Premier League

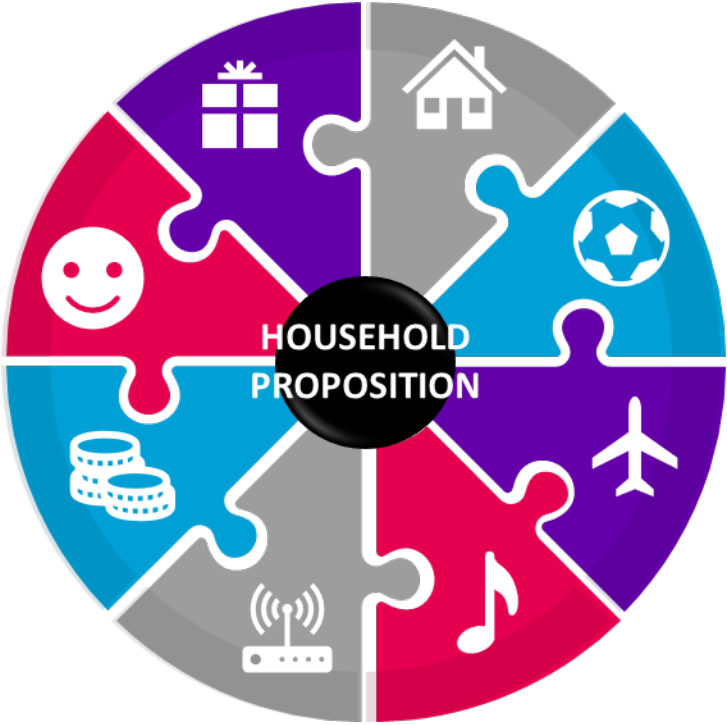
With Market Leading Propositions

Data Gifting

Service Packs

Multi-Line Discounts

Complete Wi-fi



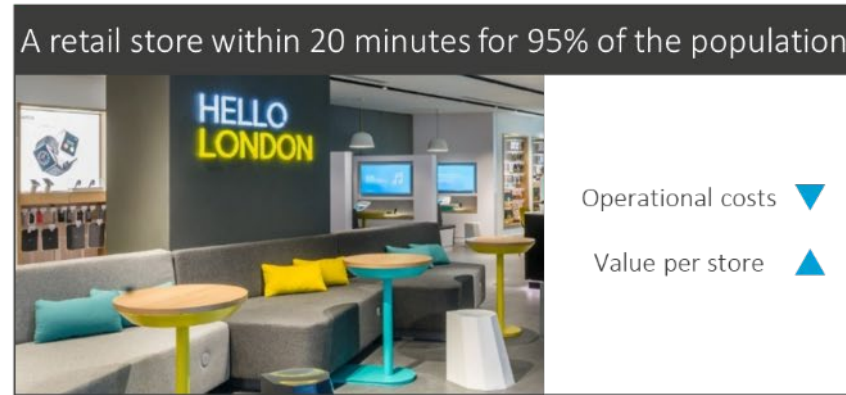
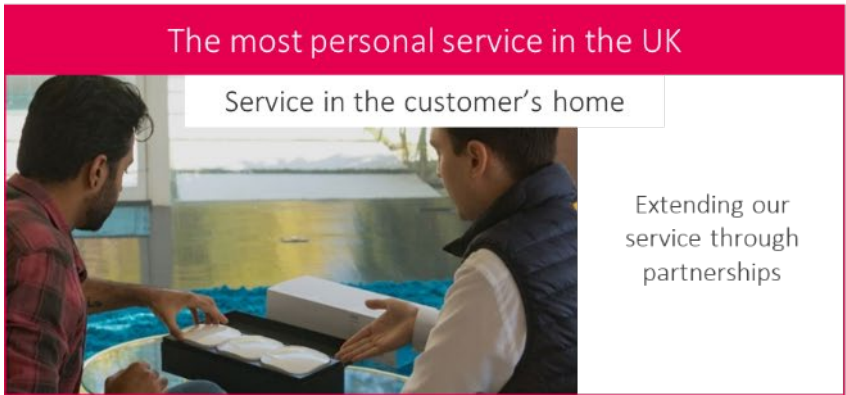
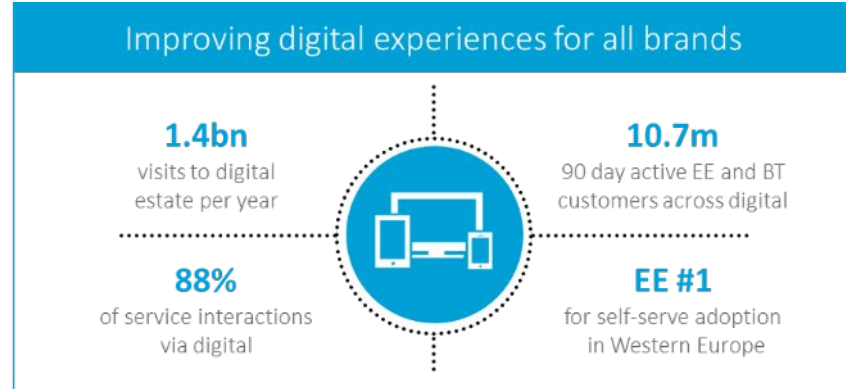
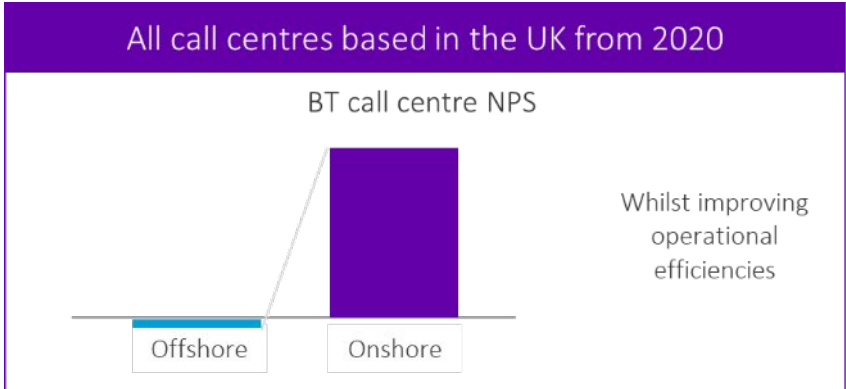
Smart Home

BT Sport

Swappable Tariff Benefits

Apple Music

Supported by World Class Service Channel capability



Our Challenge



ARPU ▲



Churn ▼



NPS ¹ ▲



RGUs ▲

How do we do it? Our Road to World Class...

- Truly understand our customers and their needs at a personal level
- Not just NBA but an ongoing conversation with a memory
- Exceptional in all things Digital

Our Decisioning Promise

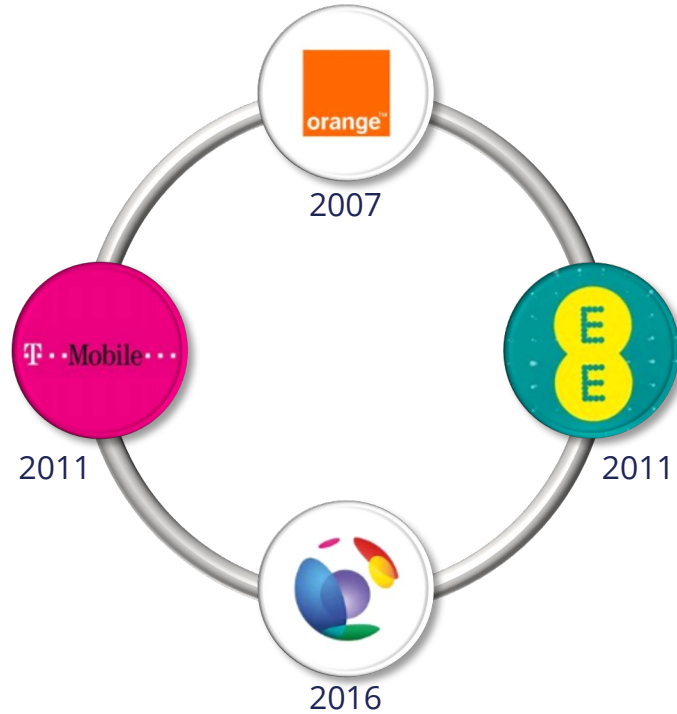
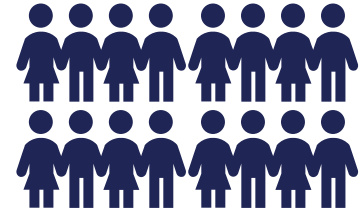
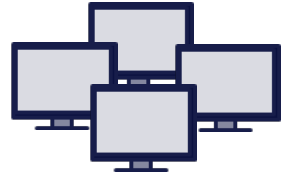


To provide brilliant & personal experiences everywhere, at any time

And to be brilliant we have to join the dots



Which is a little hard when you've got a legacy of brands



And an extensive range of decisioning tools



In 2017 we made our first strategic decision

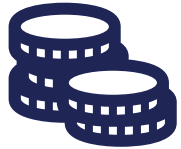
EE



BT



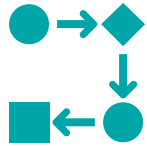
But 12 months in to the project we decided to 'pause'



We needed more money



Confusion on who owns what



Wrong delivery approach



No project governance



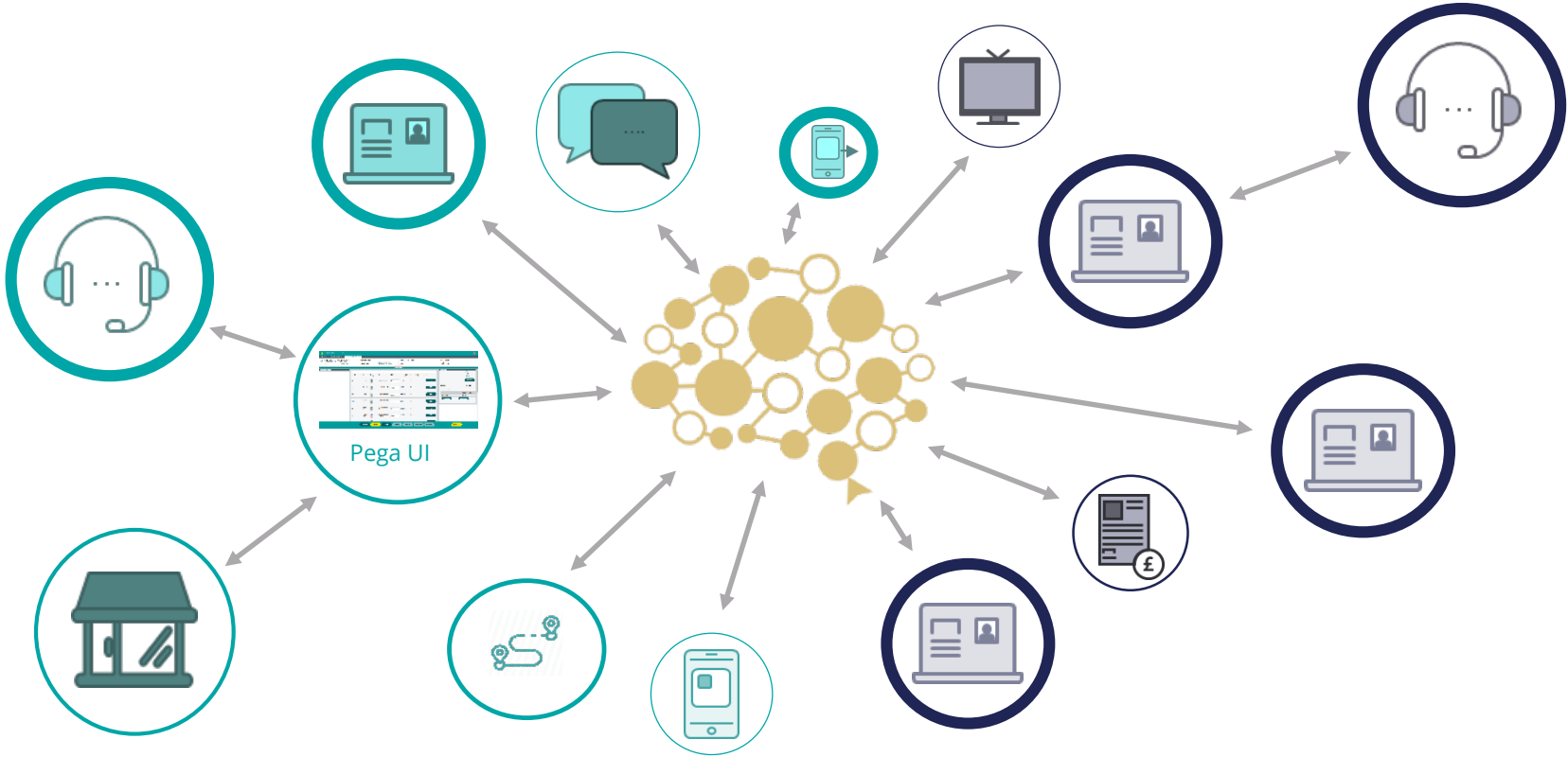
A moving scope



People constantly changing



We have a very clear plan for this year



And are working on what comes next...



One platform for onsite
A/B testing



One platform for batch
selection



One central brain making
decisions

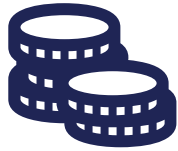


One platform for offsite
audience selection

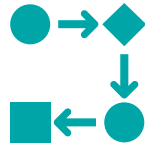


One platform for real time
customer comms

But most importantly we will Build, Measure & Learn



Realistic
Budget



Iterative
Build



Effective
Collaboration



Strong
Governance



Support at
all Levels



Clear scope &
requirements





PEGA[®]

Build for Change[®]