



**Blue Sky were first engaged by BT in 2013 to transform customer experience and ultimately NPS in a division of the business that was suffering from a legacy of low accountability, a minus 40% NPS, a long tenured workforce who had lost faith in their ability to actually make a difference and were creating a culture of ‘shunting’ customers and repeat contact.**

Whilst skill development was needed at the front-line to reconnect people with the brand and drive better customer experiences, the real work had to be done at a leadership level, to equip them to lead change and to re-build trust. High challenge/high support leader events focused on driving accountability for the changes required and creating an environment for building a customer-focused mindset. Leaders were also coached on how to drive a greater sense of purpose in front-line customer interactions and creating an elevated responsibility for solving customer problems.

The programme was such a success that we have since gone on to build BT’s Customer First Academy, with content servicing seven lines of business with 20,000 members between them.

Part way through the build, BT launched a new tone of voice led by their internal Head of Brand. Our materials didn’t align, so we rebranded every piece of collateral and re-wrote every piece of material, including facilitator guides to meet the new standards. The brand team were delighted and we continue to be a long standing partner, based on our good work.

More recently we have delivered live online training via WebEx using interactive whiteboards, virtual breakout rooms (with audio) and other interactive tools, which differentiates itself from just video conferencing.

200%

*Improvement in agent sat  
over and above the control  
group*

37%

*Improvement in  
FCR*

