



JASON FLANAGAN

Head of Contact Centres

BT Customer Service
BT Financial Group

The BT Contact Centres comprise a team of around 280 employees based in Sydney, Brisbane and Perth, servicing the broad range of BT Financial Group’s customer base and brands.

Undertaking inbound service and outbound activation/acquisition/retention acquisition, the BT Contact Centres support the multi-brand strategy for BT to Financial Advisers, Dealer Groups, Employers and Corporate Super Members and Retail Investors for an extensive range of products.

Site - SYDNEY	
Go Live:	7 November 2005
Seat Numbers:	176
Site - ADELAIDE	
Go Live:	27 February 2007
Seat Numbers:	480
Site - PERTH	
Go Live:	7 April 2009
Seat Numbers:	42
Station Name:	MAD FM

Key Drivers for Implementation

We wanted something to energise our staff, something that would add to the atmosphere and vibe and bring that up. We were also looking for a different way to engage with our people and to communicate to our people.

Key Benefits:

Communication

We consciously use it as part of our overall communication strategy. We see the information breaks as an important part of our Comms strategy and our change management process. So whenever we are looking at rolling out a new initiative we look to see how CEAD can be incorporated into that rollout program. CEAD were able to come up with a solution that worked collaboratively across both sites so they understood the leverage opportunity to bring the sites together but also recognised their individuality which was also very important for us as well.

Employee Engagement/Energy

Even though we’ve had it for a few years now, you still see the physical reaction from people. We still see people singing songs a few years down the track ... tapping their feet. You still see them reacting to the music ... you still see the chuckles from the voiceovers. I find myself sometimes walking in time to the music! You do still see a physical reaction in a lot of people.

What’s Next for BT and CEAD

The Dramatic Art is a really good concept. It’s an innovative way of utilising the strengths and infrastructure CEAD have with our business within training and learning development. Our ultimate goal is that we will develop a library of calls that we can coach to, that will work in with our “Voice of the Customer” results.

Most Important Attribute of the CEAD and BT Partnership

The way CEAD work with our business creatively, making sure they understand our key priorities for the contact centres of BT and then applying that is really important.