

## BT Infonet's Practical Use of Customer Experience Management Programs Improves Customer Loyalty and Increases Revenue

*BT Infonet ([www.bt.infonet.com](http://www.bt.infonet.com)) is a leading provider of managed network communications services for multinational entities, and is fully owned by BT Group and part of BT Global Services. BT Infonet offers integrated solutions optimizing the complex relationship between enterprise applications and the global network. Headquartered in El Segundo, California, BT Infonet provides local service support in more than 70 countries and territories and its network is accessible from more than 180 countries.*

A few years ago, BT Infonet USA, the local U.S. sales representative of BT Infonet, realized that in order to retain its premium position in the increasingly commoditized business-to-business global telecommunications industry, the company needed to balance the competing demands of higher service and quality against lower cost. Larry Malone, President of BT Infonet USA understood that delivering on price at the front end of a customer's experience, wasn't as important as putting the people, processes and technology together to deliver an overall high-quality customer experience throughout the length of the relationship. Providing their customers a superior experience was an effective path to drive value and retain price premium.

BT Infonet's goals for its customer experience management program are to identify high impact customer experience initiatives to drive profitable growth and increase overall retention and growth of customers through the use of the right people, processes and technology, including:

- **People:**

- » Offer appropriate training and opportunities for improvement in technical expertise for network engineering team.

- **Processes:**

- » Create swifter and more seamless installations to lower costs and create faster revenue streams.
- » Increase customer loyalty and satisfaction through improved order management processes.

- **Technology:**

- » Measure, monitor and improve overall customer satisfaction within major product groups, services, and geographic areas.

## Satmetrix Success Story

# A Practical Approach to Managing BT Infonet's Customer Experience

Industry: B2B  
Telecommunications

Customer Experience  
Management Solution:  
Satmetrix CEM Customer™

“Our sales in the U.S. grew thirteen percent last year. That’s a phenomenal rate for our industry and credit goes to the changes in our installation process we’ve made as a result of our Satmetrix-powered customer experience management program.”

—Larry Malone, President,  
BT Infonet USA

To achieve these goals, the BT Infonet USA worked closely with Satmetrix Systems, the customer experience management (CEM) company and co-developer of the Net Promoter® metric and Net Promoter Discipline™. Since 2000, BT Infonet USA has been using Satmetrix technology to reap customer experience management rewards.

“We are in an intensely competitive business where single digit growth is the norm,” said Larry Malone, President of BT Infonet USA. “Our sales in the U.S. grew thirteen percent last year. That’s a phenomenal rate for our industry and credit goes to the changes in our installation process we’ve made as a result of our Satmetrix-powered customer experience management program.”

The improvement required in the installation process was identified with the help of insights provided by Satmetrix. Specifically, customer expectations needed to be set correctly through improved communication with the customer and a better way to get essential information to customer-facing employees. The solution was new commercial and technical order forms. BT Infonet USA asked the right basic questions to create a customer-driven order process that was comprehensive and also left an audit trail to help with Sarbanes Oxley compliance.

At first, the new order forms—often rejected by BT Infonet USA’s order desk for lack of information—created internal resistance. Over time, employees realized initially gathering the right customer data created an installation process that allowed the company to control expenses, recognize revenue more quickly and, most importantly, create a better experience for customers.

“At BT Infonet USA we’re a Day Two company. While most companies focus their customer experience management programs around the sale of their products, or Day One, we rise or fall on our customer’s Day Two experiences; how did the installation go and how does the service work within their organization? We absolutely must do a good job addressing Day Two or we lose the customer, an opportunity to quickly recognize revenue and the ability to control costs,” said Larry Malone, President of BT Infonet USA. “With Satmetrix, we were able to measure customer feedback on the installation process and see a very nice improvement in scores that translated to the ability to recognize revenue more quickly.”

BT Infonet USA’s data is gathered using Satmetrix systems and is fed back to the right people at BT Infonet who can take appropriate action. The ultimate objective is not only to resolve critical customer issues, but also encourage positive customer references for BT Infonet USA.

## Powered by Satmetrix, specific examples of BT Infonet's customer experience management program success include:

- **Increased revenue:** BT Infonet's U.S. revenues grew 13 percent last year; far better than the industry competition's annual growth rate which is in the single digits.
- **Improved renewal rates:** BT Infonet USA eased the renewal process for customers. Having collected the right customer data, BT Infonet USA has an accurate picture of customer loyalty during renewal times. BT Infonet USA's average life of the customer is more than seven years; another industry high.
- **Increased customer recommendations:** Before Satmetrix, 39 percent of customers surveyed would definitely recommend BT Infonet USA's products or services to other customers. Their current "definitely recommend" scores are more than 55 percent. Combined scores for "definitely recommend" and "probably recommend" have also increased by 6 percent.
- **Improved order processing:** BT Infonet USA made improvements to their order management process to create an improved installation process and inspire customer loyalty. The improvements also helped ease Sarbanes-Oxley compliance.
- **Decreased installation time:** With a faster, better installation process, a positive customer experience is created which increased revenues and retention rates.
- **Improved technical reviews:** Responding to increased complexity within IT organizations, BT Infonet USA upgraded their pre-sales engineering group and saw their technical competency scores increase seven percent.

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