



ACCENTURE OPENREACH CLIENT VIDEO – GETTING RIGHT FIRST TIME VIDEO TRANSCRIPT

Intro

This is the biggest, most successful customer service transformation programme in Openreach's history.

Olly Kunc, MD of Service Delivery, Openreach

Everything Openreach does impacts the entire population.

Mark Collins, Transformation Director, Openreach

We connect 25 million homes to our physical infrastructure.

Olly Kunc, MD of Service Delivery, Openreach

And we maintain the networks to make sure that broadband is stable and strong every single day.

Mark Collins, Transformation Director, Openreach

Two years ago, our customer service was poor. We can see our costs were high and our customers were clearly unhappy. So, for us, it was about delivering their services right the first time, every time, and on time, because that is the customer expectation.

Olly Kunc, MD of Service Delivery, Openreach

We set ourselves big targets, quarter of a billion pounds of cost savings and 20 percent reduction in disappointed customers. And we set off from there.

Luke Mills, Comms & Media Industry Lead, Accenture

The problem Open Reach has is that it serves more than 200 communications companies in the UK. It's a wholesale provider. And what it didn't have were the processes powered by data to really deliver a precise, brilliant customer experience every single time. And that's what we came in to try and fix.

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Nic Brown, Engagement Lead, Accenture

The first thing that we had to do was look at the data, pull that data into one place and clean it up. What that gave us was an ability to see the end-to-end customer journey and process in a way that we haven't been able to see before. That really gave us new insight on where we could make improvements.

Mark Collins, Transformation Director, Openreach

We formed cross-functional teams, so that we can look at problems from all different angles and identify those things that we thought would have the biggest impact on our customer service.

Olly Kunc, MD of Service Delivery, Openreach

And those teams worked brilliantly on analysing hypotheses quickly and then getting them out and testing them in the field as quickly as they possibly could.

Luke Mills, Comms & Media Industry Lead, Accenture

We looked at the whole customer journey and we broke it down into three stages.

Nic Brown, Engagement Lead, Accenture

Pre the day, which is before the engineer gets to sites, we tried to set the job up for success. And one of the things that the data revealed to us was that there were often network issues that were causing the customer failure. We used that data to proactively maintain areas of the network, getting customers back into service and avoiding future failure for other customers.

Mark Collins, Transformation Director, Openreach

On the day we ensured we had the right engineer with the right skill to do the job that needs to be done. We gave them a series of applications, giving them insight into the network history and the customer history, so they can better diagnose the issues that they were dealing with.

Luke Mills, Comms & Media Industry Lead, Accenture

And post the day, it's really all about getting the customers' broadband working as quickly as possible. And if we don't sort that out, it can turn into a complaint.

Olly Kunc, MD of Service Delivery, Openreach

So we created a predictive algorithm that would identify the jobs in advance, which has allowed us to then intervene in those jobs before they do go too wrong.

Luke Mills, Comms & Media Industry Lead, Accenture

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And that helped to reduce complaints by about 30 percent.

Mark Collins, Transformation Director, Openreach

It's been a hugely successful transformation programme. Accenture has landed us the ways of working. They've given us the tool sets that we can now roll this out across the rest of our business.

Olly Kunc, MD of Service Delivery, Openreach

The pure results are clear. We saved some money, customers are happier, we got better processes out of this. But actually, I think equally as big an impact is how it's changed how we think about customers as a business. It has moved us massively on and really laid the foundations for the future. But you know, there's always more to do and we'll keep on doing it

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