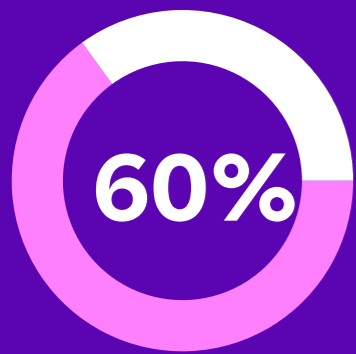


Total Experience

Customer experience, user experience, employee experience and multi experience to create a better experience for consumers and employees. Interconnect and enhance each of these for a more holistic overall experience for all stakeholders



By 2026, 60% of large enterprises will use **total experience** to transform their business models to achieve world-class customer and employee advocacy levels.

Source: Gartner

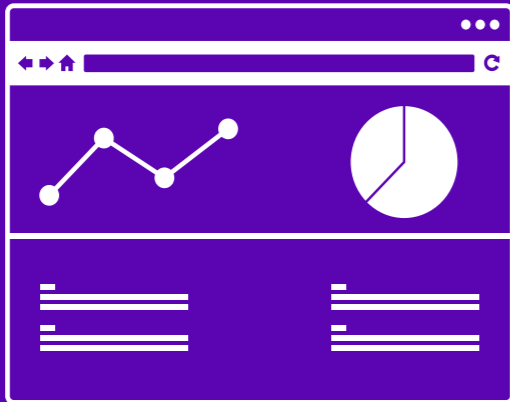
Road map Ideas

- Jeopardy Management, In flight Change, Order Tracking, Collaboration between BT, Customer and Suppliers. These types of capabilities should be considered as essential top priority areas that need fully functioning capabilities as part of delivering a good total experience
- Portals for all parties - Single portal/ system/tool with different views and functions for customer PM/ dop and colleague PM. easy and seamless communication bw all actors.
- A tool for modelling and measuring the entire total experience in detail
- Multi-device options i.e. PC/Tablet/Phone for customer and colleague interaction all giving the same quality of experience

Blue sky ideas

- Analytics for measuring total experience and proposing and even immediately implementing improvements

Orchestration & Analytics



'Orchestration' is the practice of unifying individual tasks into end-to-end processes, often by using an extensible automation tool. This allows IT teams to manage the entire process lifecycle from a single location, including development, testing, monitoring, and managing.

Analytics help organisations study exceptions occurring in system. Identifying frequently occurring exceptions and root causes, reengineering upstream process to reduce exception rates.

Road map Ideas

- Process orchestration with business process management platform with automation and analytics enables tracking of order management with the orchestration engine furnishing near real-time data on all the orders that flow through the system with the analytics unlocking near real time insights that can be used to prevent delivery problems or anticipate future needs
- Analytics used to study exceptions occurring in system. Identifying frequently occurring exceptions and root causes, giving the organisation areas to focus on reengineering upstream in the process to reduce exception rates.

Blue sky ideas

- Fullfilment Process fully run by AI and supervised by human watching order dashboard and and adjusting/approving suggested adjustments to complex AI rules

Data Fabric with Analytics

The creation and maintenance of a single dataset which is pushed out across platforms and users to ensure a complete, accurate and timely dataset is easily available and used in all settings including: applications, analytics, AI and machine learning models, business process automation, and helps to improve decision making and drive digital transformation. Technical teams can use a data fabric to radically simplify data management and governance in complex hybrid and multicloud data landscapes

4x

By 2024, data fabric deployments will quadruple efficiency in data utilization while cutting human-driven data management tasks in half.

Source: Gartner

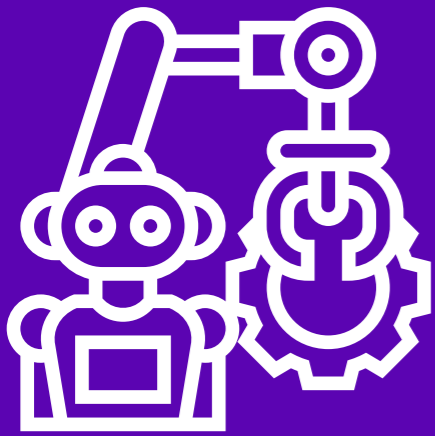
Road map Ideas

- Master Data Management to enable best in class reporting and truly insightful analytics
- Close integration of the order and progress data for all Fulfillment parties inside and outside BT to ensure a single near-real time view of the truth for the overall progress of an entire customer order
- Identical and synchronised data across all tools used in fulfilment - BP, SNOW, Vlocity, Netco etc.
- All parties in delivery have access to the same near time data set via a tool/portal e.g. complete alignment of CPE delivery between BT order management and supplier order management

Blue sky ideas

- Integration of customer and colleague experience feedback quantitative and qualitative data directly into an experience design tool with an analytics capability to give ongoing regular direct feedback on measured experience against a set of measures which are dynamic based on industry experience trends
- Integration of customer's usage and experience data for their delivered service with the change request capability to anticipate and propose changes which better align customer's solution with their actual usage patterns
- Predictive analytics to anticipate what changes the customer will want to make to their service based on their actual usage compared with usage of other similar customers and anticipate those changes and possibly automatically implement them starting and completing the fulfilment journey with no or little customer involvement
- data and analytics to accurately anticipate customer needs (eg - Predict customer needs to create a contract, no of times wrong engineer goes on site, common jeopardy areas etc)

Robotics and Hyperautomation



Robotics

Future order management - self learning and cognitive robots moving from rule-based WoW operating today. They will develop internal bank of knowledge and rules utilising both their experience & human experience to further improve their autonomy and reduce the dependency on human agents leaving humans to perform high value tasks



Hyperautomation

Use Hyperautomation which is a business-driven approach to identify, vet and automate as many business and IT processes as possible minimising human intervention and using orchestrated use of multiple technologies tools and platforms, including RPA, low-code platforms and process mining tools.

Road map Ideas

- Automation of equipment ordering eg- CPE , driven directly from sales
- Automatically curated packages based on historical ordering patterns and service utilization.
- Automation of employee onboarding and offboarding procedures- mapping of resources and skills.

Blue sky ideas

- voice controlling complex activities and instructions
- Automated project management critical path calculator which re-calculates after every change to the plan
- Intelligent ticket/request analysis solution can help you understand your data from various parameters like true category of request, automation potential across service requests, incidents and enquiries , knowledge document needs etc.
- Data about customer requests can give you invaluable insights into your organization trends, usage patterns, systems behaviors, etc. this can help identify automation candidates, optimize usage and reduce costs.
- Analytics to identify common issues and potential solutions- robotics to implement solutions without manual intervention.
- Analytics of supplier reliability- smart suggestions and selections of supplier based on past performance
- Human in the process acts as a policy maker and not as a doer.

Digitally Native Customer Experience



Complete re-design of the customer experience to be digitally native instead of digitised version of existing interactions. digitise processes and capabilities, making them accessible to customers and coworkers through the web, an app, or voice assistant.

Road map ideas

- Complex Change Requests managed via online portal
- Online order progress reporting and dashboarding using near-real time data
- Alerts increasing in severity for customer when there is outstanding action on them e.g. when they have not agreed to a site visit date and the date is approaching
- Interactions during delivery are managed online e.g capturing of detailed customer specific information for order enrichment such as site contact details, customer acceptance of proposed delivery plans, customer acceptance of delivered solution
- Move away from KCI emails and toward KCI online notifications
- Creation of personas on customer side to support digitally native sales and fulfilment journey e.g. Procurement Manager vs IT Manager

Blue sky ideas

- High intelligence digital assistant that can service new customers very quickly with minimal customer input, understand the customer's existing business to propose solution ideas or for existing customers can analyse their existing solution and propose transformation. Sales team are triggered to engage with a significant head start on understanding customer needs

Order changes and customer control



Making it easy and simple for a customer to change an order or to change their service. Providing them powerful tools which propose smart options and gives them early and clear impact assesment of any change

Road map ideas

- A self-service app on the devices of customers, notifying them without delay of an incoming delivery or a rescheduled technician's visit, can be essential.
- DOP - Real time. stock checks and pricing for all suppliers before order is placed. Allowing order changes to be early in the journey.

Blue sky ideas

- Digitise processes and capabilities, making them accessible to customers and coworkers through the web, an app, or voice assistant.
- CR data can give you invaluable insights into your organization trends, usage patterns, systems behaviors, etc. Most of the times, this can help you identify automation candidates, optimize usage and reduce costs.
- Use analytics of similar customers which increased their satisfaction to suggest changes that may improve their satisfaction
- Full impact assesment done instantly when customer enquires about possible changes to an order outlining the impact on cost, timelines etc.