

BT's support for vulnerable customers

Using the Power of Communications to Make a Better World

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15 March 2019

BT's approach to supporting customers



Vulnerability Centre & Dementia Support Teams

Team of skilled advisors specially trained to help



Vulnerability Helpdesks launched helping Priority Care customers



Calls identified through natural language (call steering)



Advisors trained on vulnerable products & processes – enhanced call handling skills and ongoing understanding of specific impairments



Customers offered a bespoke service for – Faults, Billing, Enquiries with an account managed process to resolution



Disability-Smart Awards Finalists (Nov 2018)

'Inclusive Service Provider of the Year' category –

Awarded to the organisation that has most significantly improved the inclusivity of their products and services and provided outstanding customer service to customers - their families, friends and colleagues.