

How can co-innovation accelerate change?

BT partnered with ServiceNow to launch market-disrupting telecoms service management experience to customers

Job to be done

Re-invent the customer experience in line with changing expectations

Solutions to do it

- ServiceNow® Telecommunications Service Management
- ServiceNow® Network Performance Management

What we did

ServiceNow helps BT blaze a new trail in service experience

Multinational telecoms from London HQ

BT Group is a British communications service provider (CSP) headquartered in London. It serves customers in 180 countries, providing fixed-line, broadband, and mobile services, as well as subscription television and IT services to B2B and B2C customers. For its multinational business customers, BT provides managed services, security, and network and IT infrastructure services.

The company aims to be the world's most trusted connector of people, devices, and machines, by building strong digital foundations, creating exceptional customer experiences, and taking bold actions towards a sustainable future.



With ServiceNow, we've disrupted the market with an all-new telco service experience for our customers.

Faisal Parvez

Product and Digital Technology Director
BT

Differentiating with service experience

It needed to respond to the increasing consumerization of the workplace, more customers adopting digital-first business strategies and needing greater connectivity, and networking shifting from physical to virtualized environments.

Serving

180

countries

We helped deliver

1st

native telco customer integration app

Automating

10k

transactions

"We wanted to provide market-disrupting new services to customers in response to their changing needs, but despite shifting our business model our legacy technology was too slow and rigid to achieve our ambitions," says Faisal Parvez, Product and Digital Technology Director at BT.

Adopting a greenfield approach

BT launched a strategy to reposition itself as a digital-native managed service provider, offering solutions to deliver a superior customer experience, commercial flexibility, and security.

It took a greenfield approach, partnering with ServiceNow to accelerate its digital transformation and create a simplified, automated, and more programmable network and cloud infrastructure. ServiceNow Network Performance Management and Telecommunications Service Management act as the primary cloud engine, while BT and ServiceNow work together to co-innovate and deliver more valuable propositions to the customer, faster than ever. A key element is the market's first native telco customer integration app, called 'eBonding for Telecommunications'. The customer-facing app delivers breakthrough services and will potentially eliminate up to 10,000 manual tasks.

Disrupting the market

BT's bold greenfield approach and co-innovation initiative have been a huge success. "ServiceNow supercharged our transformation and reaffirmed that good partnerships are the key to disrupting the industry for the better," adds Faisal. "Digital transformations should never be about simply cutting costs or driving efficiency, you need to reignite your team's passion and always keep the customer experience at the heart of your vision."

**Now you know how
work can work better.**

“ Co-innovating with ServiceNow supercharged our digital transformation.

Faisal Parvez
Product and Digital
Technology Director
BT