

Case Study: Value Added Customer Services

**How we helped BT & InLink UK
pioneer their UK roll-out**



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Starting a new program of delivering the very latest technology to communities in the UK, in a bid to bridge the digital divide and allowing visitors to access the fastest public WiFi in the UK, was always going to be an extremely exciting opportunity. Openreach was going to be up against a customer programmed roll-out on challenging timescales, with the press watching and CEO oversight of the return on investment, this fast became a strategically critical roll-out.

The Challenge

With close to 37,000 payphones in the UK, many looking out dated, broken and a bit of an eye sore for the streets of the UK, it was time for a major over-haul of the network. InLink UK brought that through their partnership with BT Payphones, Primesight and Intersection and their state of the art advertising billboard/kiosks. Already modernising and transforming the streets of New York, with a partnership with BT, InLink UK started their roll-out in London.

Through its contract with BT Enterprise, Openreach was required to connect every billboard with a 1 gigabit circuit, providing the UK with the fastest public WiFi and high resolution advertising video, whilst retaining the key functionality of a payphone. This came with its own challenges. BT Enterprise were connecting up their own duct into the nearest joint box and Openreach needed to provide fibre up to this last point whilst the old payphone kiosks were replaced with the new billboards.

There is more to these units than the public WiFi however. The 1 gigabit circuit was required to ensure that the InLink advertising could be dynamically updated and public service information content provided by local councils displayed in real time. There is also tablet functionality that allows users to browse the web, check maps and search for local information. As soon as it could be handed over, InLink could start bringing in the revenue for themselves and BT Enterprise and provide new features to the people passing by. Corporate customers wanted their adverts displayed in key city centre locations, increasing the pressure to deliver priority sites to realise the advertising revenues throughout the lucrative Christmas period.

A collaborative effort was required, in order to deliver the initial phase by the end of the year, and come up with a solution that could be easily replicated in all the cities across the UK.

The Solution

The wealth of knowledge and experience in Openreach gave a good starting point with BT Enterprise to understand the program requirements and advise on what Openreach could deliver with VACS support. We set expectations regarding delivery early in the design process and agreed a trial phase.

VACS engaged field and planning communities with the project sharing insight and gaining intelligence around the risks and what we could do to mitigate. Sharing information with the Field

and Planning teams really helped smooth delivery. It wasn't always easy, but awareness and having invested time in communicating to our colleagues in the regions really helped when we needed support.

A key area of delivery is the relationship with the customer. Regular reviews helped develop our end-to-end processes and introduce meaningful reports that really helped BT Enterprise in managing the expectations of their stakeholder community and coordinate their supply chain.

VACS and BT Enterprise agreed a weekly target to deliver, which we broadly met and often over achieved through hard work, but also through understanding our customer's programme needs and overcoming the many barriers that these civills orientated projects create. BT Enterprise were delighted with our capability and managed services director, Harvey Deaton said "delivering 81 services to cities in the UK is an excellent result and testament to all the hard work you've all put in. This stands Openreach and the VACS team in good stead to deliver the Q4 program as it moves to new cities."

The Benefits

BT is modernising its Payphone estate and the introduction of these new modern clean hi tech digital WiFi units opens up new possibilities for connected towns and cities. Openreach are working to build the infrastructure of the future for the UK. Having 1 gigabit circuits on the high street, really allows users to see in real terms what we are able to provide and deliver. Our contracts with BT Enterprise relies on Openreach and VACS being able to innovate to deliver its products and services in new ways. This fantastic achievement has given the customer ever more certainty that we can and will deliver.

VACS are still over achieving delivering to the customer's requirements, we are helping to build an incredible new generation of public phones and WiFi that hasn't yet been seen on the streets of the UK.

To find out how Value Added Customer Services could help deliver your project please visit openreach.co.uk or get in touch with your sales and relationship manager.

For more information, please visit openreach.co.uk

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