



## CASE STUDY

# BT consumer's experience pillars of DXA, Adobe Analytics and Feedback deliver £15.4m lift in annual revenue



[Thanks to Medallia DXA] we could see that a customer was trying to add their CVV from their debit card, and it was failing to progress any further. We were able to really quickly tie together these three pillars to understand and fix the issue.

**James Linkins**  
Digital Analytics Lead, BT Consumer

**£3.7M per annum  
revenue uplift from  
fixing form field issue**

**£5.3M per annum saved by  
fixing timeout error**

**£15.4M per annum  
revenue uplift from fixing  
EE payment issues**

**Medallia**

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BT Consumer comprises three telecom brands: BT, the largest provider of broadband services in the UK, EE, the top-rated 5G network and Plusnet, a value broadband offering. Each brand's website boasts over a billion visits each year.

## Strategy

The BT Consumer Digital Analyst team is responsible for developing new journey ideas, isolating and fixing customer pain points, and translating masses of data into actionable opportunities for optimization.

To simplify and standardize processes and language, BT Consumer refers to its digital and experience analytics ecosystem as its "Pillars of Experience." There are three core products that exist at the heart of each pillar. Medallia serves as both the customer experience pillar and the customer feedback pillar, with its DXA and digital feedback tool respectively, and Adobe Analytics serves as the customer journey pillar.

Insights gleaned from one pillar can be cross-referenced with the others, providing greater context and more precise detail about any problems that may exist on BT Consumer's websites and apps. This comprehensive ecosystem provides a 360° view of the customer, allowing unprecedented insight into experiences.

BT Consumer relies on Medallia's Digital Experience Score (DXS) - a proprietary metric that quantifies online customer experience - to monitor the overall quality of its digital properties and the key journeys within them. It also utilizes alerts for experience issues, and key visualization tools such as advanced session replay technology and industry-leading heatmaps.

Adobe Analytics is used to understand customer journeys through digital touchpoints. It serves as the base dashboard, provides alerts and is a source of ideation for the team. It is the starting point for most optimization programs.

Finally, Medallia's digital feedback solution is a way to gather anecdotal feedback and help identify trends and themes in the experiences of users. Customer feedback is often a catalyst for investigating an experience issue and can help guide BT's digital team in the right direction.

## PILLARS OF EXPERIENCE

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### Customer Experience Pillar

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### Customer Feedback Pillar

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### Customer Journeys Pillar

With this approach, BT Consumer has identified, investigated, and fixed multiple issues amounting to millions in revenue.

## Form Field Issues Causing Submission Failure

In one example, through customer feedback reported the following issue through Medallia:

"I tried to top up, I entered the card details four times in the end. The site just keeps sending me round and round in circles. I went to the shop and bought a voucher in the end. I just wasted an hour!"

The digital team immediately got to work investigating the issue. Using Adobe Analytics, they saw that the Pay-As-You-Go customers using this Top-Up journey had a 30% drop in conversion rate on a day that coincided with a release. This provided the scope of the issue. The Customer Satisfaction score (CSAT) also dipped to just 1.3 out of 5, well below the industry average of 3.8, for the segment of customers facing this issue.

As the issue began occurring on a specific date and did not seem isolated to a particular device or browser, the team knew it was an underlying problem.

Having finally triangulated the issue, they could view the experience as it happened using Medallia DXA's advanced session replay technology.

- The revenue uplift for this resolution amounted to **£3.7M** per annum.

## Timeouts in BT Broadband Order Journeys

Another issue was again first highlighted through customer feedback. The CSAT (Customer Satisfaction Score) had dropped to 2.5 out of 5 for 2% of customers in the BT Broadband order journey and those customers had left comments referring to a timeout in their journey occurring earlier than expected.

Timeouts are traditionally very hard to locate when they're happening in an unexpected manner. But using Medallia DXA, we could isolate the occasions when it was happening earlier than the 8-minute point we originally set, and we could quantify that by checking in Adobe Analytics using sequential segments.

James Linkins,  
Digital Analytics Lead,  
BT Consumer

Through this combined and targeted approach, a fix was implemented very quickly, resulting in an immediate uplift in CSAT.

- BT Consumer calculates that fixing this issue saved them an incredible **£5.3M** per annum.

## EE Payment Issues

A third problem was first brought to the team's attention through Medallia DXA's Experience Issues alerts. This issue was occurring for customers who were attempting to pay for an upgrade on iOS browsers. James shares:

"We as a team had always assumed that iOS typically performed worse for us because it's more likely to be on mobile and more likely to be customers who were browsing instead of buying. But when we started to combine our analytics from the three pillars, we could see that this wasn't just a mobile browsing issue."

Bringing together the three Pillars of Experience provided a new insight: this wasn't simply due to casual mobile browsing. Customers on iOS were running into a technical problem that stopped them from progressing through the EE upgrade payment funnel. This was further demonstrated by the 20% of customers who left feedback specifically mentioning payment issues and errors.

The team quickly got to work and implemented a fix to eliminate the error. iOS is now the best performing browser type for conversions in this funnel.

- The benefit to BT Consumer was a revenue uplift of a stunning **£15.4M** per annum.

**DXS adds some really fantastic context for us. We often find it hard to quantify the success of a certain journey, particularly when that journey doesn't end in a specific action. DXS is the answer.**

James Linkins,  
Digital Analytics Lead,  
BT Consumer

## Looking Ahead

Looking ahead, BT will be focusing on maximizing the benefits of Medallia by exporting their experience data, including DXS, directly into Adobe Analytics to get to the heart of the customer experience faster than ever.

It is also looking to develop a more advanced BI dashboard that combines data from all three pillars, functioning as a self-serve space where departments can access top level insights without needing to connect with data analysts. This will free up time and resources for the analyst team, giving them more space to focus on interpreting complex data trends and patterns.

### About Us

Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. As the leading enterprise experience platform, Medallia Experience Cloud captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate-messaging tools. Medallia uses proprietary AI and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. Visit [www.medallia.com](http://www.medallia.com) for more.