

# LEADERS IN DATA

THE BT STORY



## DATA ANALYTICS SNAPSHOT

“We are innovating how the business can self-serve and interact with our customer information together in one place – a complete view – and in just a few clicks. Qlik has linked datasets and visualised in ways that were not possible even 6 months ago, enabling even novice users to become confident data explorers!”

Mike Gulvin, Data Analytics and Visualisation Lead, BT's Consumer Unit

### Challenge

The BT's Consumer Unit goal is for every UK household to have a BT product. To achieve this, they needed to bring together volumes of BT brand data from various data siloes and datawarehouses into a combined view, and empower users with the ability to interact and explore with confidence and trust.

### Solution

With Qlik solutions including Qlik Sense, GeoAnalytics, and Continuous Classroom, the Data Visualisation team has a series of re-usable apps e.g. a consumer-wide view of the household, providing digital enablement for users to perform data analytics on-the-fly, with simplicity and reduce duplication and replication.

### Results

Qlik has reduced the need for users to ask Analysts questions e.g. in households of 3 or more products, how many are BT Mobile, which tariffs and more or less use of data? This could take an Analyst up to 2 weeks to work on. Users are accelerating their interaction ability by asking natural questions with answers aimed by response in 'analytics in six or less clicks', which in turn, increases their confidence in the data, and assists the Data Visualisation team in enablement, onboarding and upskilling.

### Solution Overview

<b>Customer Name</b> BT's Consumer Unit	<b>Industry</b> Communications	<b>Geography</b> United Kingdom
<b>Function</b> Telecom & Media Analytics		
<b>Business Value Driver</b> Reimagined Processes		

