



BT Means
Business

Our Enterprise Customer Charter



We are a critical part of the UK's national fabric – trusted by the NHS and emergency services, government departments, local councils, some of the UK's biggest brands and hundreds of thousands of small businesses across the country.

Our business and public sector customers know that they can rely on our network and the support of our experts 24/7. But in a fast-changing world, we must support our customers in new ways as new technology shifts like 5G, Internet of Things, Cloud Services, AI and automation, continue to disrupt and transform the way that people live, work and play.



We are reinventing BT as a flagship brand for business, where it outshines other brands for reliability, trust and consideration. It's a brand which is a champion for the 1.2 million business and public sector customers that we support across the UK and which is serious about getting the job done. So, we've created our first Enterprise Customer Charter to show our customers that BT really means business. It's a new set of commitments that we're getting our workforce behind to help UK businesses and the public sector prosper and grow through our technology innovation, expertise, customer-first focus and purpose driven approach.

Our commitments are built from the capabilities and beliefs that drive everything we do within our Enterprise business and, crucially, from listening to the needs of our customers. We're looking ahead to **prepare you for the future** and all it has to offer. What's more, our experience means that **we know our stuff** – you can rely on us and our products, and we're focused on making it **simpler** for you to do business with us too. And because we think about the future, we care about the world around us and work hard to actually **make a difference**.

This is our Enterprise Customer Charter.
BT Means Business.

“We have more than 170 years of heritage in our BT brand, with our networks and technology constantly evolving over the years to keep our customers better connected. BT is an incredibly strong, trusted brand. What’s made us successful in the past is our ability to anticipate shifts in technology and meet new customer demands – so we need to keep evolving too. This focus has never been more relevant than it is today, as the world of technology continues to change the way we live, work and play – at breakneck speed.



Our customers want to know that we’ll keep them ahead of the game on innovation and digital services. And in an ever-changing world of technology, they want us to be an expert guide to help them navigate their digital transformation journey. What’s more, they want us to deliver brilliant customer experiences and programmes which put purpose at the heart of our business. This has driven the thinking behind our new Enterprise Customer Charter of commitments; we must help businesses to prosper and grow by making bold moves and providing the game-changing products, services and expertise they need to thrive into the future.”

Rob Shuter
CEO, Enterprise, BT Group

We Are Innovative

Fast-tracking technology innovation across the UK



Doubling down on our **Division X investment**

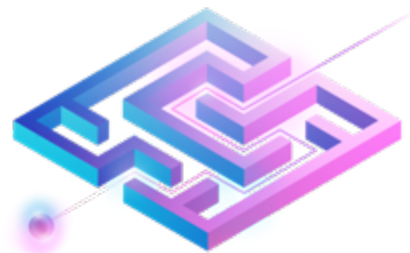
Delivering a series of hyper-connected '**Smart Spaces**'

Forming a new **Partner Advisory Board**



We Are Experts In Our Fields

Taking businesses into the digital fast lane and souping up security



Launching sophisticated **cyber defence** and assessment tools

New digital tools to help small firms grow and save time

Connected Health solutions to improve outcomes for patients and NHS

We Are Easy To Do Business With

Delivering standout customer experiences



Speeding up installation of **ultra-fast business connections**

Boosting the number of **in-store small business consultants**

Forming a new **partnership network** for small firms

We Connect For Good

Putting purpose at the heart of our business



Stepping up **free digital skills training** for small firms

Removing all single use plastics on new BT business products

Developing a **carbon measurement tool** for customers

What Our Charter Means For You



We Are Innovative

Fast-tracking technology innovation across the UK - so that businesses, communities and the UK economy can flourish

Our commitments:

- **Investing almost £100 million over the next three years in BT's 'Division X' unit** within Enterprise - to accelerate the development of customer solutions which integrate emerging technologies like 5G, IoT, Edge Compute, Cloud and AI. These new digital solutions will transform and modernise key industries such as manufacturing, health, port operations, transport and logistics, driving positive business outcomes and fuelling the UK economy.
- **Creating a new 'Digital Fabric' for the UK.** Powered by the biggest full fibre and 5G public networks, expanding low power wireless communications for IoT, low earth orbit satellite solutions and complementary tech, we'll deliver a series of hyper-connected 'Smart Spaces' across the nation. Our solutions will connect, track, monitor, sustain and secure customers' assets across manufacturing, health, port operations, transport and logistics. This will unlock intelligent and immersive experiences for businesses, consumers and communities - like those seen through our partnership with Belfast Harbour for the UK's first commercial 5G Private Network and Hyperbat, which is delivering a world first in 5G digital twin technology.
- **Forming a new Partner Advisory Board** to support our Division X ambitions - made up of leading cross-industry providers who will work with BT and its customers to accelerate the co-creation of digital solutions. We'll champion the growth of UK tech start-ups and scale ups through this process, working with our Digital Incubator team to identify and nurture the best home-grown tech companies.



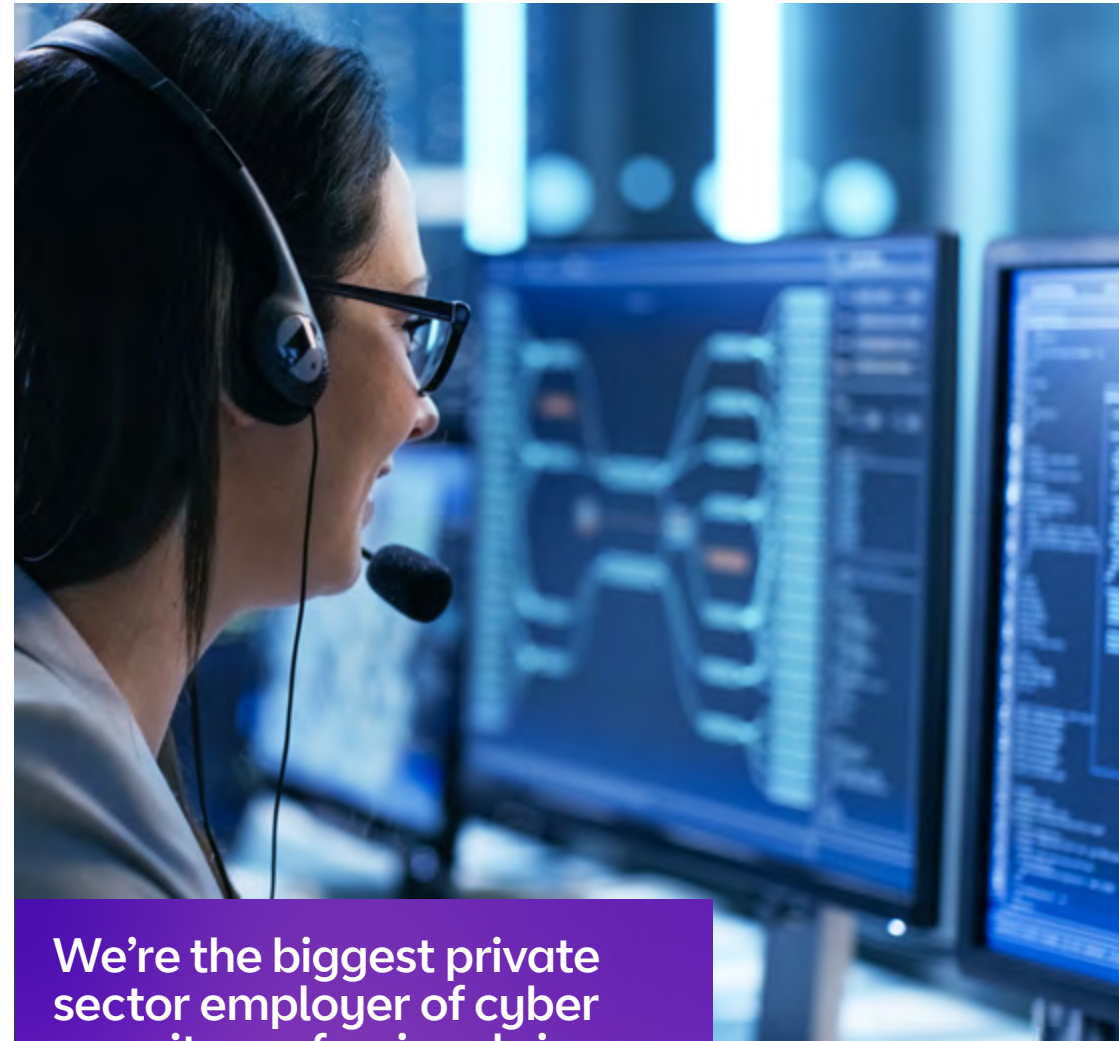
We've invested £2.8bn in R&D over the last 5 years; were the first network provider to launch 5G in the UK; and the first provider to launch a digital platform to help small businesses grow through social media advertising.

We Are Experts In Our Fields

Taking businesses into the digital fast lane and souping up security – like no other provider

Our commitments:

- **Launching sophisticated cyber defence and assessment tools** – starting with our Safe Security cyber health check tool. This is already available to our larger corporate and public sector customers, with a view to extending this to smaller customers over time. We'll also start rolling out our Eagle-i proactive cyber defence platform capabilities to UK corporates and public sector bodies from the second half of the 22/23 financial year. Together with our 3,000 cyber experts across the globe, these tools will provide superior levels of security to customers which are not currently available from other UK network providers.
- **Launching a new suite of digital tools to help small firms grow and free up time.** We're developing a new range of smart business tools which combine the best of BT and EE to make it easier for small firms to run and grow their business. This portfolio will build on the launch of BT's Digital Marketing Hub – the new all-in-one advertising platform which gives small firms all the tools and support they need to reach millions of potential new customers.
- **Launching new Connected Health solutions** which support the digital transformation of the NHS and other health and social care organisations, leading to more positive outcomes for patients and clinicians. Our digital solutions like BT Virtual Ward – which combines our network, technology and clinical data to care remotely for patients in their own home or care setting – are driven and designed by NHS clinicians themselves. Working with our live ecosystem of expert NHS 'Vanguard' partners, we will build transformative solutions which link world-class infrastructure, connectivity, operational flow and virtual care where it is clinically appropriate.



We're the biggest private sector employer of cyber security professionals in the UK, while our managed service business has the highest standard of accreditation.

We Are Easy To Do Business With

Delivering standout customer experiences – making BT easier to do business with

Our commitments:

- **Speeding up the installation of ultra-fast business connections.** We'll deliver the fastest installation and repair times available in the industry for Ethernet business connections. We'll also be the first business ISP to work with Openreach in trialling the use of our own engineers in completing the full fibre network build and expert IT set up within the business premise. This will deliver a faster, more seamless installation experience for customers.
- **Boosting the number of in-store small business consultants to 100.** This will allow more small firms to drop into one of BT's EE retail stores to request a tailored discussion with a business consultant.
- **Launching a new partnership network for our smallest business customers,** giving customers access to a range of exclusive offers and benefits across broadband, mobile, digital marketing and connected devices. We'll work with leading small business organisations and other cross-sector partners to deliver this, starting with the Federation of Small Businesses (FSB).
- **Streamlining the online order experience for customers.** With the majority of BT's smallest business customers wanting to place orders for their connectivity and IT needs online, we're speeding up and simplifying the online order experience. By the end of June 2022, we'll have reduced the number of online checkout steps to a single page checkout experience, making it easier for small firms to place digital orders.
- **Launching a brand new digital platform for our Wholesale customers.** This will speed up and simplify the way in which our partners buy products from BT Wholesale. As the platform develops it will allow our wholesale customers to order converged solutions, such as fixed broadband together with hosted voice, via a single, seamless order journey.



We've increased our customer satisfaction amongst small businesses; boosted our social media customer service presence; and launched a 24/7 support service through WhatsApp.

We Connect For Good

Continuing to put BT Group's core purpose – to Connect for Good – at the heart of our business

Our commitments:

- **Developing inclusive tech to boost broadband speeds for small firms** not yet served by fibre broadband. BT will launch the first service in the UK which fuses fixed and 4G speeds together to uplift broadband speeds for thousands of small firms currently using copper lines.
- **Stepping up free digital skills training for small businesses** with almost 600,000 small business owners and employees reached to date. We'll equip a further 350,000 small firms with new digital skills by the end of March 2023, working with partners like Small Business Britain.
- **Driving circular and carbon abatement initiatives to support our customers' Net Zero journeys.** We're committing to remove all single use plastics and use recycled materials for new BT business product packaging and devices by the end of March 2023. We'll also work with our supply chain to kick-start a device and equipment recovery, refurb and reuse scheme. And we'll increase transparency around the carbon footprint of our IT solutions by developing a carbon measurement tool for customers.
- **Creating Connected Health, Drone and AI solutions** with data ethics and human rights at the heart of the development process – ensuring the use of responsible tech for UK businesses and their customers.



We're using 100% renewable electricity worldwide; invested in Full Fibre and 5G as a platform for green tech; and have equipped almost 600,000 small business owners and employees with free digital skills.