

ANALYTICS

BT Group

Self-service, data-driven insights deliver powerful efficiencies for BT Group



About BT Group

BT Group is the UK's leading fixed and mobile communications provider. It builds and operates the biggest fixed and mobile networks in the country. Customers include consumers, small, medium, and large businesses, public sector organizations, and other communications providers.

The company's Consumer division replaced its data and analytics processes with Qlik®, introducing a more productive culture of data literacy and self-service. Users can now access insights and answer questions in minutes, allowing them to focus greater time and resources on resolving issues and implementing solutions.

“If we're going to win in this market, we need to be riding the wave of what's next. That means utilizing the tools that Qlik offers wherever and whenever we can.”

Neil Hodgetts, Base Management Director, BT & EE Consumer



Customer Name

BT Group

Industry

Communications

Geography

UK, EMEA

Function

IT, Marketing, Sales

Challenges

- Accelerate and facilitate access to large volumes of data
- Enable an organizational culture of data literacy and self-service
- Improve business efficiency and response times

Solution

BT Group's Consumer division switched its reporting to Qlik analytics, quickly building an impressive user base across the business.

Results

- Insights delivered in 40 seconds
- Saves 80% of analysts' time
- 3,200 users self-serve information, with 2,000 daily sessions

A growing and increasingly complex demand for data

BT Group is foundational to the communications sector, in the UK and internationally. It is the UK's top provider of both fixed-line and mobile telecoms, along with secure digital solutions, products, and services.

"We have a huge number of customers and they all have different behaviors, different demographics, and different preferences," says Neil Hodgetts, Base Management Director at BT & EE Consumer. "If we don't have good quality data on all those areas, then we're not able to build insights and execute effective plans and strategies."

BT Group's Consumer division was looking for new ways to implement powerful analytics and deliver insightful and impactful business reporting. Its ultimate aim was to strengthen its decision-making processes and implement key strategies more effectively.

"Revenue, the customer experience, and the service we provide are important priorities," explains Olga Garagonich, Lead Manager, Data Visualization, BT & EE Consumer. "It's critical that we have accurate, timely data, so our commercial teams can make the right decisions and service customers in a way that's profitable for the company."

Data itself was not in short supply. What was lacking was the means to maximize its value.

"Our tools were slow and dated, and the data was quite static and not easy to explore," adds Mike Gulvin, Data Analytics and Visualization Lead at BT & EE Consumer. "On top of that, the questions coming into our team were getting more and more complex and we didn't have the means to support that demand. We knew that we had to improve that toolset to support the business into the future."

Delivering a self-service solution at scale

Successfully implementing a solution depended on a number of critical factors. These included creating a culture of data literacy to enable people to access data insights for themselves, and securing buy-in from senior-level management.

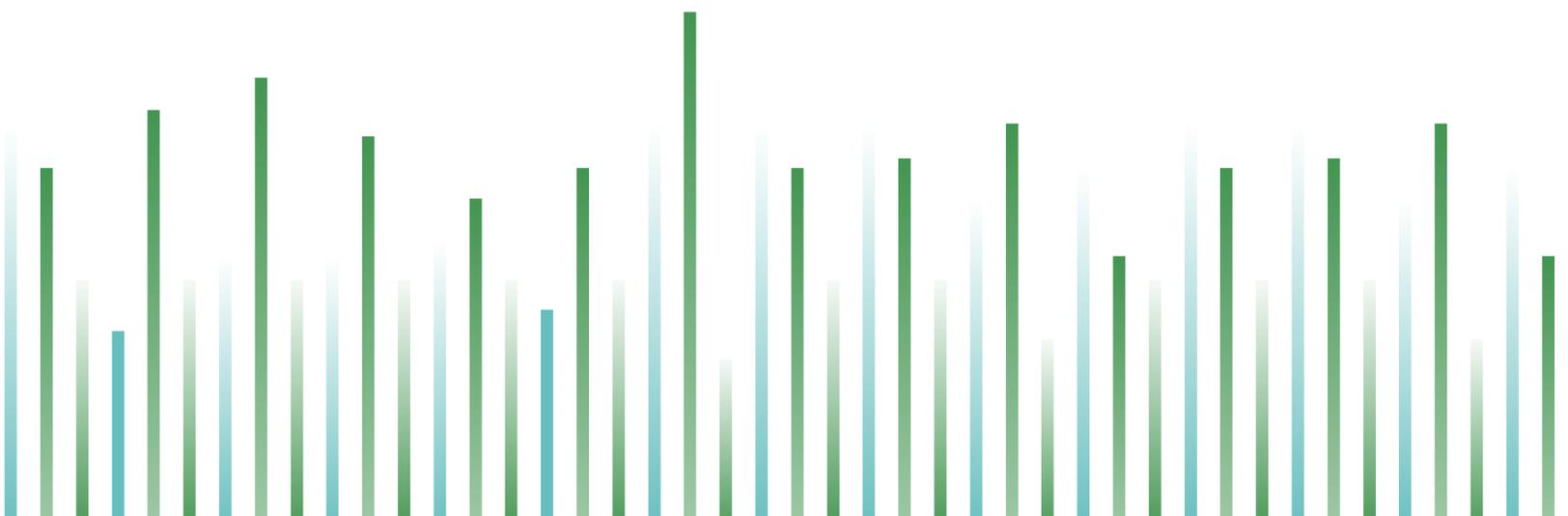
"We chose Qlik for our analytics because of its ability to easily manage the vast amounts of data we have," Gulvin says. "Qlik really encourages users to explore the data, answer their own questions, and deliver on our self-service objectives."

Qlik's combination of power and simplicity also secured the approval of the company's senior leadership to help drive a cultural change that improved data literacy and moved people away from standard, generic tools.

"Their support is absolutely critical. It's difficult to effect any meaningful change at scale without it," Gulvin adds. "All I had to do was show them what Qlik can do, how it can automate the production of insights, and allow users to ask questions of the data. That really changed the dynamic."

The result was a quick and extensive adoption of Qlik across the Consumer division.

"We now have around 3,200 users who run around 2,000 sessions each day, and around 250 users creating dashboards," says Garagonich. "We have a large appetite for data and use Qlik daily in every team: commercial, trading, finance, retail, sales, and customer service."





Insights that result in action

The company's growing capabilities with data and Qlik are delivering important improvements. From the processes of accessing data and preparing reporting, to the resulting speed in receiving insights and implementing responses, BT Group's Consumer team is saving time across its organization.

"Qlik does data differently by offering flexibility," Garogonich says. "Its advanced visualization enables end users to answer their questions in one click. We used to spend 80% of our time pulling the data together to get the numbers. Now we can go straight to why.

"Analysts now have everything available, so they can focus straight away on the question of how we address the issues," she continues.

James Dunsbier, Senior Analytics Manager at BT & EE Consumer, is equally enthusiastic. "Now, an analyst is doing something that's very likely to result in an action, whereas before we wouldn't often get to that level," he explains. "There's also a constant feedback loop that enables us to optimize our operational activities."

The impact means the business benefits from making more timely decisions. "In Qlik, we're doing in 40 seconds what would take days with a manual PowerPoint production," Gulvin adds. "That alone means the business gets the insights and can make decisions earlier in the working week."

Data wherever and whenever it's needed

The new self-service capabilities offered by Qlik are also gaining growing numbers of users, and levels of approval.

"Everything we do, every decision is based on data and Qlik is our visualization tool to access that vast lake of data. In a recent example, we used Qlik to build a complete commercial view of our trading data," Gulvin says.

"We now have everything in one place, and that automated a manual PowerPoint process. It can be self-served, it can be explored, and the users love it. They're getting the insights straight away where and when they want them.

"The average use time for one of our Qlik apps is around 47 minutes. That's 47 minutes of someone finding an answer without having to go to an analyst who then has to read, understand, interpret, and respond to their request."

Garogonich adds that the senior leadership team has also embraced the speed and performance offered by Qlik.

"Efficiency is a key outcome. We work very closely with directors and how they manage their pain points, and that's changed dramatically," she says. "They don't want slides or spreadsheets anymore, they want the answers in Qlik. It's an amazing shift."

Feedback from users has been very positive. Gulvin says they love having all their data in one place to self-serve.

“They like that ability to make a few selections and get the answer that they’re looking for,” he says. “They can then take the output, take snapshots of it, put that in a Teams channel, they can collaborate, and that can all happen quite dynamically, fluidly, and quickly.”

It’s a transformation that’s set to continue. BT Group’s Consumer division is now moving to Qlik Cloud Analytics™ so it can double the number of users and make use of new technologies, including Qlik Insight Advisor™.

“We look forward to unlocking Qlik Predict® and having advanced triggers and alerts of where we should be looking at the data,” concludes Garogonich. “Intelligent alerts can save us time and drive efficiency.”

The company is also thinking about the next iteration of self-service and the potential for conversational analytics, and it sees a future when Qlik will come back with answers and charts to questions posted in Teams chats.

“If we’re going to win in this market, we need to be riding the wave of what’s next,” Hodgetts concludes. “That means utilizing the tools that Qlik offers wherever and whenever we can.”

Make game-changing analytics accessible to everyone

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About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

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