

Beyond Limits: BT's Plan for Change

October 2019

We're announcing a range of new products, services and programmes that form part of a long-term plan to transform the company and to build a better connected and more competitive Britain.

BT in the UK

Our contribution to the UK takes many forms – not all of them widely known. BT generates £23bn of economic value each year. We invest more capital than any other FTSE 100 company. We are the third-highest R&D spender and the fifth-highest corporate taxpayer. We provide more apprenticeships than any other private sector employer. We have thousands of staff and millions of customers in every part of the country. Above all, we know our success depends on our people, and that's why we're now making all of them shareholders in our company.

We're proud of our track record but we also have bigger ambitions for the next decade: to do more for our customers and more for our country, bringing all the benefits of technological change to everyone in the UK. We see a huge opportunity to help create a better-connected UK, and the changes we're setting out here are just the start.

Connecting people and their businesses

We're upgrading the UK's digital infrastructure. We want to get gigabit speeds to every home in the country. We are funding Openreach's full fibre rollout and working with government to make that happen. We are launching **new Full Fibre plans** from November so that customers can get the fastest speeds wherever possible.

We were first to launch 5G on EE, and will now offer a **5G service to BT customers** in more than 20 cities and large towns, including London, Birmingham, Cardiff, Manchester, Edinburgh, Belfast, Coventry, Leicester and Bristol, giving people and businesses faster, more reliable connections.

Halo from BT is a new plan that brings together broadband and 5G. Customers can benefit from unlimited data and calls on mobile and at home, as well as support from BT's new team of Home Tech Experts to get everything up and running.

Halo for business offers smaller businesses superfast broadband along with a digital phone line, an always-connected guarantee and the capacity to add 4G and 5G mobile connections. It includes 24/7 UK-based customer support and a fixed price for the duration of the contract.

We are **upgrading 700,000 homes and businesses to superfast broadband** by summer 2020 at no extra cost and with an average speed boost of 40 Mbps.

BT will stop selling standard broadband connections on the legacy BT copper network to 90% of the UK. For the 10% that cannot get superfast connections today, BT will use all available technologies to provide the fastest connections possible including 4G and 5G broadband, and full fibre.

Improving customer service: more local and more personal than ever before

We've already improved our customer service significantly over the last year; now we're using our national scale and local presence across the UK to provide customers with the best possible experience.

BT is returning to the high street, with customer service available in 600 stores across the UK.

A new team of **900 Home Tech Experts** will be available for customers to book appointments at home – to get help installing the latest tech or fixing problems.

100% of customer calls will be answered in the UK and Ireland from January 2020 (a year ahead of schedule). **Regional Call Routing** will allow BT to answer customer calls in whatever service centre is closest to them wherever possible, to provide greater local knowledge and understanding.

A team of **specialist Tech Experts for small business** customers will provide personalised set-up of products and services. Business customers of all sizes will be able to call on 24/7 business support teams, available anywhere in the world at any time.

Helping everyone to understand and use new technology

Skills for Tomorrow is an ambitious programme to provide training to **10 million people** by 2025, giving them the skills they need to understand and use technology.

- BT's Barefoot computing programme for primary school teachers will reach 5 million children by 2025.
- BT's Work Ready programme will help 6,000 18-24 year olds to get the experience that will prepare them for employment or further study.
- 90 BT-sponsored community training centres, run with the Good Things Foundation, will give older, vulnerable and excluded people face-to-face support and training.
- We will work with partners such as Google Digital Garage towards our ambition to train one million small business owners and employees.
- Through new partnerships with the Football Associations of all the Home Nations, BT will provide connections and digital skills to more than 200 community football hubs across the UK.

One other change

BT has a new brand purpose and identity to reflect our ambitious new approach: Beyond Limits. From 18 October, look out for our new advertising campaign. It features some of the people we've helped use technology to overcome the barriers to fulfilling their potential.

"We're helping families and communities across the UK, and companies in Britain and around the world, to remove the barriers of today to realise the potential of tomorrow"

Philip Jansen, Chief Executive