

BT perspective

BEREC Accessibility Workshop

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Think ability not disability



BT - Who we are

BT is one of the world's leading communications services companies.

How we are organised

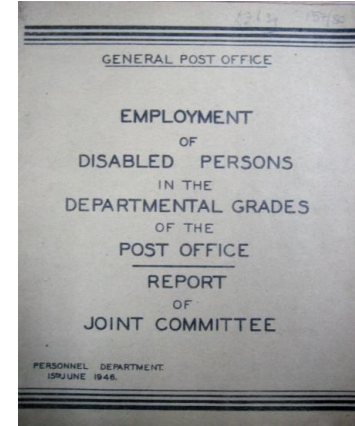


- **UK based with a global reach.**
- We employ **88,000** people, of which **72,000** are **in the UK**.
- We serve customers in more than **170 countries**.



BT – Our Strategy

Employment of disabled people goes back over 150 years.
In 1880 **Henry Fawcett** who was blind was elected
Postmaster General.



BT's inclusion strategy includes legal and regulatory requirements but is driven by our determination to be a market leader in inclusion and in customer services.

Our purpose

Our purpose is **to use the power of communications to make a better world**. By bringing together the best networks and technology with the expertise of our people, we make connections and create possibilities.



A sustainable business – Our Better Future Program



Connected
Society

2020 Goal: More than 9 out of 10 people in the UK will have access to fibre-based products and services and have the tools, skills and confidence to use them.



Net Good

2020 Goal: We will help customers reduce carbon emissions by at least three times the end to end carbon impact of our business.



Improving
Lives

2020 Goal: We will use our skills and technology to help generate £1bn (\$1.7bn) for good causes.

Inclusion – in Practice

Inclusive workplace

- 5,3 % of BT people (self) declared a disability
- 1,500 BT people utilised our reasonable adjustment service
 - Enable Support Services Team (ESST)

Inclusive design – Societal benefits

- Sustainability & Inclusion major R&D theme in BT
 - Inclusive design toolkit (with Cambridge University)
 - “Enabling Technologies” report



Inclusive Products & Services (1)

BT GS – Accessibility Practice

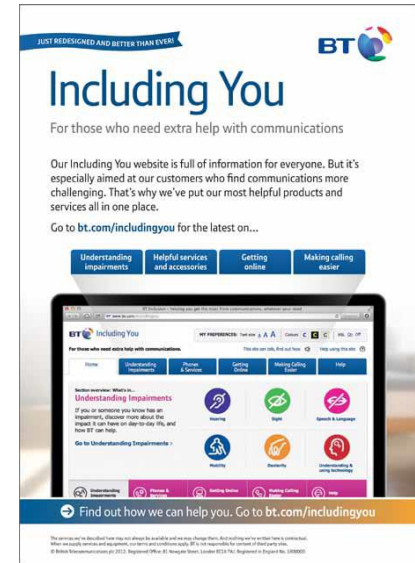
- **Commercial service** to organisation across many sectors Including customers such as the DWP
- **Drivers...**
 - UK Equality Act 2010
 - Ageing population
 - Customer service
 - Productivity gains



Inclusive Products & Services (2)

BT Consumer – Including You

- Long history of helping older and disabled customers make the most out of our products and services, and overcome communication challenges
- Wide range of products + support + accessible information
 - Iconic BT Big Button phone, bills in alternative formats, web accessibility, ...
 - Live Chat implemented in 2009 and first FTSE100 to provide access to its customer services for BSL users in 2011
- 200 “Try Before You Buy” Centres in independent venues
- A highly accessible website www.bt.com/includingyou



Inclusive Products & Services (3)

BT Business/Wholesale – Next Generation Text service



Type & Read

Can't hear and don't use your voice, use Type & Read



Speak & Read

Can't hear but use your voice, use Speak & Read



Type & Hear

Can hear but don't use your voice, use Type & Hear



Speak & Hear

Have some hearing and do use your voice, use Speak & Hear

www.ngts.org.uk

- Formally launched October 2014, developed on behalf of telecoms industry, owned by BT Business [BT Typetalk (1990); Text Direct (2001)]
- Set-up: Next Generation App + phone + internet connection...
 - Users can make text to text calls or have assistance from text relay
 - Free flowing conversations: speech + text separated
- Funded by customer's communications provider
- Improvements: use of mainstream devices, mobility, Textnumber,...

Awareness & Community engagement

- **Perception** - The 2012 and 2014 Paralympics demonstrated talent is everywhere and disability should not be a barrier (BT sponsorship)
- **Partnerships**... create awareness, promote accessible ICT and best practices (BDF, One Voice for accessible ICT)
- Technology for Good awards - Celebrating innovation in technology that makes the world a better place.
- **Consumer Inclusion Leadership Panel** (external advisory panel to BT)



Main themes

- BT values & strategy
- Technology
 - Mainstream preferable
 - Design for all
- Legislation – horizontal
- Products & services
 - Dedicated Support
 - Training & Education
 - Feedback consumer panels
- Community - Awareness & Engagement
- Ageing population





Bringing it all together

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