



SOLUTIONS

MEDIA &
ENTERTAINMENTJourney
Management

British Telecom (BT) strengthens customer relationships and improves relevancy of marketing information by understanding customer needs and personalizing experiences

Challenges

- Leverage customer data to improve customer contact relevancy
- Reduce call center costs through automated self-help options
- Enhance customer experiences and communications
- Accelerate deployment of integrated platform to drive results

Key Results

-  Delivered personalized, targeted cross-channel experiences for business customers worldwide
-  Improved decision making using data to identify best channels and offers for different audiences
-  Achieved 17% higher open rates for targeted email and SMS campaigns
-  Cut call center volumes in half by providing timely, relevant service information



It's important for us to know our customers and show that we care about them. Adobe Experience Cloud solutions enable us to provide customers with useful communications and move away from just sending out general product information. Instead, we can more directly respond to customer needs.

Gareth Russell Jones, Head of Data and Innovation, BT

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