

# BT Business best practice

## Kenny Lauder

Kenny Lauder's persistence resolves a high-level escalation concerning service delivery failure

In April 2008, Good and Stewart Solicitors contacted BT to say that they were opening an office in Edinburgh on 5th May 2008, and asking to transfer the already existing lines at those new premises to BT from another service provider.

On 24th July, Kenny Lauder, a high-level escalation specialist, received an email saying that Good and Stewart had only just got its broadband up and running, but still didn't have primary telephone service. "This was Good and Stewart's main published number," says Kenny, "and the company was having to use mobiles instead. This had the potential not only to lose it business but also to leave some of its clients without legal representation in critical situations."

Kenny recognised that a significant factor in the problem was lack of communications. The installation had failed twice due to porting issues, but Good and Stewart had not been informed on either occasion. Kenny's first response was to acknowledge receipt of the complaint and take ownership of the issue. He also offered complimentary mobile telephones.

BT's records showed that Good and Stewart's order was now due to be fulfilled on 6th August – a full three months after the new office had opened – and both BT Openreach and the number porting department advised that this date could not be improved upon. But Kenny was undeterred. He explains: "Never say never. Through persistence, and a lot of help from other departments, we were able to bring the date forward to 31st July."

In fact, teamwork was vital. Kenny had to co-ordinate engineers to carry out the work and other colleagues to liaise with the existing lines' service provider. Kenny managed the entire resolution process and kept Good and Stewart updated. He also made himself available as a single point of contact so that Good and Stewart could always speak to someone who understood its situation. Kenny also maintained a dialogue with the complaints department to ensure there was no overlap and that he always knew the status.

"As a customer, there's nothing worse than not hearing anything – you tend to assume nothing is happening. If somebody is in touch it reassures you," says Kenny. Thanks to his hard work, Good and Stewart now has both its lines up and running.



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# Learning points

- 1 Keep the customer updated** – If customers don't hear from you, they will assume you are not dealing with their problem. By keeping in touch, you reassure them and make the resolution process smoother.
- 2 Offer temporary solutions** – Although Good and Stewart didn't accept the offer Kenny suggested that BT provide complimentary mobile telephones as a stopgap. This proved that he understood the urgency and was committed to meeting the company's needs.
- 3 Teamworks** – Sometimes it is impossible to solve a problem alone. Make the most of all the resources available within BT and co-ordinate a team that can make the solution happen.
- 4 Never say never** – Be persistent. BT Openreach and the number porting department believed they couldn't better the date they had set but Kenny used his contacts to press for an improvement.



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