



Workplace from FACEBOOK

# Putting colleagues at the heart of internal communications

Employees: **105,000** | Region: **Global** | Vertical: **Telecomms**

BT is one of the world's leading communications services companies, providing fixed-line, broadband, mobile, TV and networked IT services for customers in 180 countries worldwide.



## Challenges

To break down the typical silos of a large, global corporation

## Why Workplace?

BT wanted a best in-class, mobile-friendly platform to bring people together across its brands and around the world, from a range of devices.



"Workplace was a simple choice for BT. Yes, it's mobilefriendly, easy to use, and is intuitive because of the similarities with Facebook. But more than that, it's culture-enhancing. Leaders can talk to their teams in a matter of seconds through text, video, Lives: we're moving away from scripted, formal communications that just don't wash with our colleagues. The peer-to-peer benefits are powerful too: our people can problem solve with one another, get instant access to news, find interest groups that increase their sense of belonging. Finally, and perhaps most importantly, having Workplace has made it so much easier for us to stick to our principle of 'inside out' – letting our colleagues know what's happening before things hit externally, increasing trust and in turn, advocacy. Sometimes we have a matter of minutes to reach our people – Workplace allows us to do that, and do it well."

**Helen Willetts**, Director of Internal Communications

# Solutions

## Communicating breaking news effectively

Workplace has helped the entire global workforce, from frontline engineers to retail workers and call center operations teams, stay updated while in-person meetings aren't possible. It also allows BT's leadership team to share news and team updates in a more authentic and engaging way.

## Taking the pulse of the company to improve company culture

Comments on stories, polls and surveys show how employees are feeling about important issues, while sentiment analysis on subjects like diversity and inclusion has been useful to evaluate colleague's views. That helps strengthen culture and shape the direction of the company.

## Breaking down silos by making conversations easier

Workplace has enabled BT to move away from lengthy email and internal newsletters. Colleagues now create their own groups for everything from sharing ideas to health and wellbeing or even their favourite radio shows. The multiple ways in which colleagues can interact are breaking down the invisible silos many large corporations wrestle with, and connecting colleagues across all the four BT brands.

"Workplace is enabling the culture we're aiming for: one that is fast-paced, inclusive and empowering. We've seen many benefits including being able to share news instantly, gather feedback on subjects that our people care about, and enabling more authentic leadership communications. Even more importantly, it has strengthened our communities across BT and Openreach. Through Workplace, colleagues connect with each other on the things that matter, sharing ideas and problem-solving together in real time. That is hugely beneficial to our colleagues and customers, and therefore to BT as a whole."

Philip Jansen, CEO

# Results

**80K**

global users in 54 countries and 13 languages on one platform

**50M**

connections made this year through sharing and collaborating

**40K**

use Workplace mobile app each month

**970K**

comments

**3M**

reactions

# Features



Live Video



Chat



Groups

