

The experience design chapter provides design frameworks, governance, and DesignOps to increase adoption and deliver efficiencies across omnichannel solutions in BT's global unit.

Challenges

- The challenges we faced were:
- Unclear focus areas and priorities
- Pressure to deliver more customer and business value
- Business and technology requirements with little customer insights
- Risk of not keeping up with global market and technology changes
- Growth opportunities for improving design culture and community

Solution

- Virtusa team helped BT establish this strong design-led capability which:
- Conducts research and interviews to identify customer pain points and desires
- Runs Design Thinking workshops with stakeholders, customers, colleagues, and partners to identify business OKRs and KPIs
- Provides Human-Centered Design skills and customer insights to support agile squad delivery decisions
- Incorporates industry trends, new technology and maximizes existing platforms and services to deliver the art of the possible
- Empowers multi functional agile squads, including Product Owners, Business Analysts, Process Leads, Experience Designers and Developers, to collaborate, create and maintain user centric solutions

Value delivered

- Identified and designed solutions to enable £8.2M of operational efficiencies
- Customer service improvements contributed towards Net Promoter Score uplift from 42.1 to 46.0
- Ratio of Designer vs Developer growth from 1:6 to 1:2 in 6 months across 25 squads