

Axonified Employee

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As the Head of Learning Solutions and Architecture at BT Consumer, a division under the BT Group, Jasha Fletcher knows first-hand how crucial the customer service experience is in the telecommunications industry. In fact, she led the charge to fulfill BT's number one priority: delivering an unparalleled customer service experience—better than any other competitor.

Here's how she used Axonify to drive such impactful change:

Q: How did you go about evaluating the right solution for your company needs?

A: Before we did anything—we took to the internet to research how people remembered information. We knew learning styles vary, and people learn at their own pace and advance on different paths, at different rates, depending on their interests and abilities. So, we need to tap into all of these different styles and make the learning stick.

We explored a number of providers throughout the United Kingdom (UK) and North America. A lot of platforms offered either some sort of gamification, microlearning, and continuous and repetition-based

assessment. But, most didn't have confidence-level questions that would be key for providing the right type of coaching. We wanted the full package where all of these aspects worked together to provide the most impactful learning experience.

We chose Axonify because it's based on brain science and has the ability to adapt the learning to the individual. The learning is wrapped up in gameplay and pushed out through microlearning, based on what the advisor knows or doesn't know, in short bursts of just a few minutes a day.

Q: What were some of the challenges you were facing prior to implementing Axonify?

A: Our customers preferred to speak to UK advisors rather than overseas, and they wanted the first advisor they contacted to deal with their query. We took action immediately and created 2200 UK advisor jobs. This recruitment drive meant the training had to be really impactful, so we knew that reducing onboarding time would allow our new advisors to speak to customers that much faster. But, since our main focus was to improve customer service, we weren't willing to do this at the

Q: What's one of the major benefits that you were able to see right away with Axonify?

A: The level of reporting we can get from Axonify, for me, is the key differentiator. We couldn't get that level of insight from our current LMS (learning management system). It also helped to get buy-in from senior leaders and educate managers on the value Axonify brings. They can easily see all of the reporting functions available to them, and the insight that's available on each individual to help with their coaching conversations.

I also think it makes learning really fun and engaging. Axonify works in a way that's more aligned to how people learn.

Q. How would you recommend achieving buy-in?

A: I would say to start with a trial, like we did. Test it out with a group of employees or departments, and then build it out to a wider audience. But first, make sure you've got that top-down support—starting with your CEO or Managing Director.

We did it the other way around, starting with our new hires. I learned it was a little more challenging to convince the managers, so I would definitely recommend the top-down approach to ensure you have that support from the leaders before you roll it out to the employees.

We gained senior sponsorship by outlining how we could significantly reduce training duration and achieve higher levels of engagement by providing a fun and more effective alternative to the way people learned before.

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Q: What's the feedback from your employees?

A: They love it—we constantly get that feedback from our new hires to the managers.

They also love the social aspects that Axonify provides. This is a key thing for when people are new to the business. Sometimes it takes a little while to build those relationships with other colleagues. So, the gamification element of Axonify gives them something common to talk about. It promotes more social interaction that's still oriented around our business and their daily work.

Q: What kind of impact has Axonify had on the company culture?

A: I've never really known people to go out of their way to take in learning or training on their own time. With Axonify, they log on when they're sitting on the bus, on their way to work, or even if they're not busy during calls. It keeps engagement levels quite high.

In a contact centre environment, it's easy to get distracted and unfocused in between calls. But, if they engage in their training when they don't have a call, they're still very focused on what will help them deliver the best customer experience. This way, employee energy levels stay high so when they do eventually have a call come through, they're still in the right zone.



Learn how BT improved customer satisfaction while reducing onboarding time, repeat customer calls & handling time: