

Axonified Employee

Richard Hudspith

Transition Center Manager,
BT Consumer



“Axonify is a very intuitive, easy-to-use system, and I see it accelerating employee confidence and knowledge.”

Richard Hudspith, Transition Center Manager at BT Consumer kindly took time out of his busy schedule to speak to us about how Axonify helps him achieve success in his role. Here's what he had to say:

Q: Describe your role and responsibilities as a Transition Center Manager for BT?

A: I look after the new entrant program across our sales and retention departments. I'm responsible for all new hires who come into 11 of our UK sites. Last financial year, we had 1,200 new hires, and this year, another 800. So, it's quite a large-scale recruitment effort, along with the training that's required. I manage the overall governance and performance to make sure our training experience is world-class.

I work closely with the general managers and center managers across all the geographical locations, as well as channel and operational teams, and provide

support materials for the new entrant population. We're always looking for solutions to increase engagement and reinforce learning and training, like what we've achieved with Axonify.

Q: How has Axonify made your job easier, in comparison to the challenges you were having before?

A: The key thing for me is knowing the learning is happening and I have additional support from Axonify. For example, with new hires coming on, in the last 12 months I've not had to worry on a Monday morning about the previous week's results. I've seen a marked improvement in performance and I definitely see Axonify as being a contributor to that increased level of performance.

I wish I could bottle it up. Because when I speak to the new advisors now, compared to previously, I would say they're much more knowledgeable. They're much more confident when talking about the products and services BT provides.



Q: Has Axonify helped employees feel more connected to the business?

A: Absolutely. The competition aspect definitely helps our employees feel more connected to each other, across the vast UK. In fact, we had somebody who was out sick in the hospital during the training period for a few days. They actually logged into Axonify so they didn't miss out.

There's other avenues we can use Axonify for. We're looking into the health and wellbeing of our employees who are out sick or have been off on long-term leave. By giving them access to Axonify, they can continue to test their knowledge and we can push future content to them as a part of our return-to-work program. If you're off your awhile, you may be anxious about returning to the workplace because of the barriers of knowledge — and that impacts your confidence. I think Axonify could be a real asset in supporting people back into the workplace.

Q: What's one of the major benefits you've seen since implementing Axonify?

A: Axonify is a very intuitive, easy-to-use system, and I see it accelerating employee confidence and knowledge. The people within the transition period under me are actually outperforming their tenured peers on different metrics on the same campaigns. We put the customer at the heart of everything we do here at BT, so it's great how Axonify helps us support that initiative. We've seen improved customer retention rates and customer advocacy as well.

“I've seen a marked improvement in performance and I definitely see Axonify as being a contributor to that increased level of performance.”



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