

BT Wi-fi puts Barclays way ahead of branch-of-the-future race

With its strong history of innovation, a traditional business case was the last thing Barclays wanted when it decided to put free wi-fi into 1,600 UK branches

Barclays business



Personal banking, cards, corporate and investment banking, and wealth and investment management



140,000 people working in over 50 countries in Europe, the Americas, Africa and Asia



The argument ¹



Free in-store wi-fi access is high on the most-wanted list for consumers in the UK, Germany, Spain and USA. Nearly half think free in-branch wi-fi will greatly improve their banking experience.

The project



BT Wi-fi provided and now manages white label service, identified to public as BarclaysFreeWifi

Rolled out to
1,600

branches in just 6 months with BT Wi-fi project management



25 branches lit up every single day at the project's peak

9,000 iPads issued to Barclays colleagues



BT Wi-fi Protect automatically denies access to inappropriate content

“ The wi-fi project has been a huge success. We set a really tough challenge and BT Wi-fi, as our partner, stepped up and delivered against it. ”

Peter Josse
Co-head of Infrastructure, Barclays

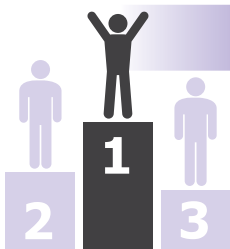
Benefits

- ✓ Barclays 9 months ahead of the market
- ✓ 400,000 wi-fi sessions and 25,000,000 wi-fi minutes monthly – and still steeply rising
- ✓ Customers can see and immerse themselves in online apps on iPads
- ✓ Colleagues can work with customers anywhere in the branch for maximum convenience
- ✓ First-hand new world experience strongly influences Barclays branch-of-the-future development

BT Wi-fi

5,000,000

public wi-fi hotspots under management in the UK and Ireland, far more than any competitor



Installed world's densest wireless concentration at London 2012 Olympic and Paralympic Games

Grows to **7,500,000** if rest of world included

“ I see the smartphone as the remote control not just for people's personal lives but for their banking relationships too. Customers' mobile devices and our wireless enablement will be an increasingly powerful combination. ”

Barnaby Davis
Managing Director, UK Branch Network
Barclays

¹ BT Youbiquity Survey conducted by Davies Hickman Partners. Total sample size was 2,000 UK, US, Spanish and German consumers. Survey was carried out online.