



## We care – building customer centric culture, BTA Baltics

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[Video available in VIG Groupnet](#)

### Please briefly describe the initiative.

When we first embarked on our journey toward customer centricity, we quickly realized that everyone in the organization had their own interpretation of what it truly meant.

To unify our approach and strengthen our commitment, we drew from our corporate values, brand positioning, and internal culture to craft a clear and powerful promise to our customers: #WeCare. It's the foundation of our internal and external communications, guiding every action and decision across the company. It empowers each employee to align with a shared vision and helps BTA stand out in a competitive market.

#WeCare has become the driving ideology behind every interaction, whether with customers or within our team, ensuring that our commitment to customer centricity is reflected in everything we do.

### What were the benefits?

- With #WeCare at the core, we've significantly improved the customer experience, creating stronger, more personalized connections. This commitment has also energized our employees, increasing engagement by giving everyone a clear, focused role in our mission.
- In the market, #WeCare sets us apart as a unique selling proposition, clearly defining what BTA stands for and what customers can expect. We've aligned our communication across all three countries, ensuring a unified tone and consistent message.
- Most importantly, #WeCare serves as the guiding framework for every customer-centric project, unifying our efforts and ensuring that we continue to build on this foundation for future success.



# Spotlights



## Who were the main stakeholders involved?

In just three months, over 900 employees across three Baltic countries participated in our workshops, generating more than 250 ideas and initiatives. With strong management involvement, these sessions became a catalyst for innovation and collaboration, driving meaningful change throughout our organization.





## What were the major learnings and challenges you had to overcome?

Implementing our customer promise wasn't without its challenges. Aligning the entire organization around a unified vision proved difficult, especially with varying interpretations across departments. Cultural resistance also surfaced as some employees struggled to adapt to the new focus on customer centricity. Operationally, integrating the promise into existing processes and ensuring consistent delivery across all touchpoints was no easy feat. We had to communicate the promise effectively, both internally to our teams and externally to our customers, setting realistic expectations. Despite these hurdles, we remained committed to the journey, understanding that overcoming these challenges was crucial to truly living up to our promise.

## Going forward, what are your plans to further develop the project?

This year our top priority is raising #WeCare awareness among our customers in the Baltics. We're dedicated to simplifying communication and driving employee engagement in customer centricity. A key focus will be developing and implementing a new customer standard to elevate service excellence. We're also planning to introduce AI solutions to enhance our sales and service, ensuring we stay ahead in meeting our customers' needs.

*Are you interested in exchanging with Gerda, please feel free to contact her!*

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