



Bringing it all together

Contact Centre Efficiency

Business view

Optimising your contact centres

Organisations need to think differently about how they deliver customer service in the future. Contact centre operations are under continual pressure to reduce costs and generate revenue by leveraging opportunities to up-sell to existing customers - while consumers continually expect faster and more efficient service. Many organisations are questioning the need to own and manage their own technology infrastructure, and are considering the benefits of hosted options.

BT's unique contact centre expertise

BT's Contact Management solutions can help your organisation deliver the improved business efficiency and flexibility required in today's competitive environment, without compromising customer service. BT's experience is unique for the following reasons:

- **Pace of adaptation:** We enable organisations to move at their own pace when upgrading to an IP or Hosted solution, providing a modular upgrade path and technical roadmaps.
- **Size of base:** We manage one of the largest multimedia contact centre operations in Europe, servicing 20 million of our own customers, and have deployed contact centre solutions in over 800 companies across 4000 global sites.
- **Skills and accreditation:** We have 25 years' experience in delivering contact centre solutions to some of the largest organisations in Europe, APAC and America.
- **Flexible deployment options:** BT can offer a range of contact management deployment options including customer premise, managed, hosted or fully outsourced.

Benefits of BT's Contact Centre Efficiency solution

Optimisation of customer management

Enables you to match your customers directly to agents who can deal immediately with their enquiry, and provides your agents with information about the customer, reducing customer handling time and improving the customer experience.

Operational flexibility

Enables rapid development of new functionality, supporting flexible use of agents, home-working and remote office setup. Hosted solutions also enable you to flex your contact centre capability up and down to meet the peaks and troughs over the year of customer traffic.

Centralised reporting

Provides a single view of what is occurring across your contact centres.

Potentially reduced operating costs

Consolidates voice and data onto a single network.

Multi-channel operations

Enables you to service your customers through multiple channels, including voice, Web, chat, email and SMS.

Increased efficiency across your organisation

Migrating to IP and Hosted contact centre solutions can enable you to transform your infrastructure and operations - improving efficiency and optimising customer service levels.

With BT you can also choose how you want your solution deployed - on your own premises (OnPremise) or hosted on our network (OnNet).

By using one of our OnNet solutions you can further improve your Contact Centre efficiency, remove the constraints of capital expenditure and experience operational flexibility and agility.

Optimising your contact centre operations

Using our IP and Hosted Contact Centre Solutions you can:

Increase business agility

Our Hosted solutions offer your business flexibility and control, providing access to the services you need when you need them.

Increase contact centre efficiency

A centralised and unified architecture helps to increase efficiency, manage costs, and operate more productively.

Optimise resource and customer service levels

Consolidate multiple contact queues to a single virtual queue that manages all incoming contacts from across the organisation.

Benefit from the convenience of a single supplier

With the Hosted solutions, BT manages the entire operation and provides a single point of contact. This removes the complexity of conducting business with multiple suppliers in different locations.

Increase security and availability

BT protects your system using our world-class security provision, with the availability enjoyed by a global network provider.

Differentiate your offer

Hosted technology provides you with a flexible, feature-rich service, which will enable your organisation to differentiate its offer.

Choose flexible hosting and pricing options

BT Hosted solutions are available either hosted exclusively on BT's data centres or at your site. A flexible, shared service platform, priced per user per month, can be turned on and off as required.

Infrastructure savings that count

Organisations will see a rapid return on investment after implementing IP and Hosted solutions in their contact centre:

- Improved service delivery, workforce management and consolidation of applications and hardware.
- Potential reductions in total cost of ownership, through the outsourcing of infrastructure management to BT.
- The Hosted solutions free you from the constraints of capital investment and rapidly deliver the benefits of an IP solution.
- Future-proof your contact centres – BT technology is constantly being updated, reducing the time it takes to bring new services to the market and minimising the need for costly investment in new technology.

Take the first steps to a more productive and efficient contact centre by contacting one of our consultants to find out how BT's Hosted and IP Contact centre solutions can help you. For more information visit: www.bt.com/crm

Offices worldwide

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British Telecommunications plc 2007.
Registered office: 81 Newgate Street, London EC1A 7AJ
Registered in England No: 1800000

PHME 52681

