

# BT Contact Centre Service

In the world of global communications, efficient, intelligent and reliable are key words for contact centres today.

Customer interactions need to be handled intelligently if your organisation is to deliver the best possible service. That means ensuring calls are routed to the most appropriate agent, as efficiently as possible, for both the customer and your own operating effectiveness, reliability is an imperative – no matter where the calls come from, nor where they are answered.

BT Contact Centre Service can provide the high levels of flexibility, functionality and reliability you and your customers need.

## Service description

BT Contact Centre Services harnesses the intelligence and reliability of BT's global network to handle incoming calls.

Suitable for both companies that want to improve their management of inbound traffic and for global multi-located contact centres that require sophisticated inter-working.

You can choose to operate and manage a range of different access numbers, both nationally and internationally. As well as providing multiple routing options to ensure that customer calls are always handled as effectively as possible.

Depending on the image that suits your service best, you can choose a 'low barrier' freephone number, a revenue-generating premium rate number, or a combination of different services, all managed by a single supplier.

## Key benefits

The key benefits of BT Contact Centre Service include:

- **Outstanding service to your customers**

Advanced routing features ensure customers are connected to the most-qualified available agent, regardless of the contact media used. Options available include "follow the sun" routing to enable you to deliver outstanding service round the clock using agents in other time-zones, within their normal business hours.

- **Uniform to all your customers**

With the range of access numbers, tariffs and routing plans available, you can offer all your customers the same service independent of their geographical location. Furthermore, BT's global intelligent network enables you to bring together disparate sites seamlessly to deliver a single service centre.

- **A total contact strategy for your business**

With BT's global service, you can adopt a unified contact strategy across multiple sites, including different access number options and methods (web, email and fax in addition to voice).

- **Flexible contact centre management**

All contact centres can be managed as a single entity, with Web-based reporting and routing management tools to review the operation of the system and make adjustments in real-time.

- **Increased convenience through a single supplier**

BT can manage the entire operation and provide a single point of contact – removing the complexity of conducting business with multiple suppliers in different locations.

### Benefits at a glance

- Outstanding service to your customers
- Uniform to all your customers
- A total contact strategy for your business
- Flexible contact centre management
- Increased convenience through a single supplier



## Key features

BT Contact Centre Service offers the following features:

- **Multiple service number options**

BT offers a range of number options and tariffs, including, national rate, international/universal/domestic freephone, shared cost, premium rate and national/geographic numbers. Where available, number portability is also supported.

- **Complete call traffic management**

Call Routing options include distribution around times of the day, week and year, geographic point of call origin, menu-based and load sharing options across a network of contact centres.

- **Reporting**

BT Contact Centre Service offers insight in the performance of your contact centre by showing clear overviews of call related information. Web based reporting enables monitoring on a per country and per number basis.

- **Outstanding global coverage**

Access is available from 150 countries, with call delivery to 240 countries.

- **Support services**

BT's Customer Service and Network Management Centres operate 24 hours a day, 365 days a year to provide expert back-up and technical support in the event of any service faults, complaints or changes.

- **Value-added features and applications**

Available options include:

- Multi-lingual/multi-national Network Interactive Voice Response (NIVR) for conducting simple transactions automatically.
- Gateway, enabling a real-time interface for customer databases to control call routing.
- Multimedia Contact Centre Service, a Hosted Virtual ACD providing IVR, co-browsing, email, web chat and toll-quality voice service to the desktop.

## Features at a glance

- Multiple service number options
- Complete call traffic management
- Web-based reporting
- Outstanding global coverage
- Support services
- Value-added features and applications

## Why BT?

Few companies can match the experience that BT has in the contact centre industry. BT has been supporting contact centres on a global basis since 1995 and is the first company to offer multimedia contact management as a hosted service.

This outstanding global network enables you to manage calls in the most effective way for your business and delivers outstanding service to customers. It is backed by the most experienced network management group in the industry letting you rest assured your service is safe in the hands of BT.

**We're here to help create complete business communications.**

**Call us on the following numbers:**

|               |                  |
|---------------|------------------|
| Australia     | 1800 816 719     |
| China         | 10 800 852 0457  |
| Hong Kong     | 2525 6155        |
| India         | +91 11 2620 9421 |
| Indonesia     | 001 803 61 342   |
| Japan         | 0120 886 598     |
| Malaysia      | 1800 802 036     |
| New Zealand   | 0800 990 025     |
| Philippines   | 1800 1611 0224   |
| Singapore     | 800 616 1067     |
| South Korea   | 0079 8611 3626   |
| Taiwan        | 00801 444 098    |
| Thailand      | 0018 006 112 789 |
| International | +61 2 9269 1152  |

**Or email us at [contact.ap@bt.com](mailto:contact.ap@bt.com)  
[www.bt.com](http://www.bt.com)**



## Offices worldwide

The telecommunications services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of a contract. © British Telecommunications plc 2003. Registered office: 81 Newgate Street, London EC1A 7AJ. Registered in England No: 1800000. Produced by Unigraph D21544. Designed by SAS. Printed in England by Leycol Printers.

PHME 43874/07/03

Printed on paper which meets international environmental standards.