

# BT Contact Centre Service

## CRM & Contact Centre Services

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, or 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. Available routing options 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 an insight to 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 anywhere in the world.
- **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.
  - 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
- Reporting
- Outstanding global coverage
- Support services
- Value-added features and applications

## Why BT?

BT's extensive services and expertise are supported by two decades of world class experience, serving the needs of global customers across many different markets. BT designs, develops and manages IT networks and services for organisations around the world. We help them address their challenges and make optimal use of the opportunities afforded by the digital networked economy.

What differentiates BT in this marketplace is not just our size, reach and network assets, but our unique insight into how networked IT can be used to address strategic and operational requirements on a global scale.

**Find out more about BT Contact Centre Service visit [www.bt.com/globalservices](http://www.bt.com/globalservices) or contact your account manager.**



## Offices worldwide

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