



Bringing it all together

# BT Homeshoring

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## Technical view

### Contact centre functionality in the home environment

BT's Homeshoring solution provides you with the broadband connectivity and service components needed to establish, monitor and quality-control home-based contact centre agents in realtime. With our extensive experience of providing global home working and contact centre solutions we can help empower your home-based agents. We cost-effectively provide the media-rich functionality, applications and comprehensive IT support of the contact centre in the home environment.

### Providing the connections to help transform your contact centre operations

As an industry-leading provider of end-to-end contact centre and home working services, complemented by our renowned technological and research expertise, BT offers you a complete Homeshoring solution.

We can deliver:

- The media-rich connectivity, applications and professional services you need to make a success of your homeshoring ambitions.
- Consultancy services to help guide you from the initial 'green field' phase, right through to helping you transform your existing Virtual Contact Centre operations.

We can bring:

- Our extensive in-house experience of home working to your business – helping you minimise risk and maximise homeshoring benefits.
- A supplier-agnostic approach, enabling us to choose the leading vendors most suited to your specific needs.
- The knowledge and capabilities resulting from deploying more than 4,000 contact centre solutions.

### It's more than just home working, it's about bringing the contact centre home

Implementing a truly effective homeshoring solution involves more than just facilitating home working. You need to equip home-based agents with the full functionality of today's contact centres. Our homeshoring solution delivers a complete package to help you achieve this.

As part of the BT homeshoring proposition we may include some or all of the components listed below:

- High-speed broadband connectivity and a managed desktop service to support seamless access to critical business information.
- Customer Relationship Management and data capture capabilities to help gather customer intelligence and improve the customer experience.
- Agent performance, contact recording, and realtime Management Information Services to help ensure optimum productivity.
- Network-centric telephony, full hosted IP Contact Centre functionality and integrated billing and services to help cost-effectively support and empower remote agents.
- The opportunity to work with industry-leading technology and recruitment partners to ensure that your people have all they need to effectively operate in the home environment.
- Comprehensive technical support and consultancy to help you ensure the effectiveness of your homeshoring activities.
- The capacity to accurately monitor outputs and track activities to help you stay in control.

## Intelligently sourcing a flexible response to customer demands

As widespread access to broadband connections has increased it has strengthened both the opportunity and the business case for establishing homeshored agents.

Increasing numbers of UK businesses are now employing homeshoring solutions, with a leading travel firm now basing 100 percent of its contact agents at home.

BT is working alongside customers and local economic development agencies to establish homeshored contact centres nationwide. Our solution will enable them to:

- Flex resources through introducing split shifts and 'just in time' capacity to effectively respond to peaks and troughs in customer demand.
- Schedule and intelligently route calls to appropriately qualified staff.
- Improve productivity – on average BT teleworkers are 20 percent more productive than their office-based colleagues.

## Long-term savings through more efficient use of resources

The cost of implementing a homeshored solution is at present comparable to those associated with offshored contact centre services. In the long-term, however, homeshoring can lead to significant cost savings.

Through providing full contact centre functionality to home-based agents you can:

- Reduce attrition and improve the work/life balance of your employees – helping you retain quality employees and avoid the cost and disruption of recruiting and training replacements.
- Implement flexible shift patterns to enable a more productive response during fluctuating demand.
- Drive down cost. Gartner estimates achievable cost savings of between 8–10 percent through homeshoring, while Exony calculates that the UK contact centre industry could save up to £5 per employee per hour.
- Ultimately reduce, or even eliminate, physical contact centre costs.

**Interested in hearing about how BT Homeshoring can help you empower your contact centre agents? Contact your BT account manager to learn more.**

### Offices worldwide

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