



Bringing it all together

BT Intelligent Contact Centre

BT Intelligent Contact Centre is a BT-hosted, multimedia solution, delivered on a per-seat/per-month pricing model developed to transform citizens' interactions. It reduces capital expenditure and minimises risk, while improving service experience and delivery.

Provide a more efficient citizen-focused, contact centre

The Varney report calls for more efficient, higher quality public sector contact centres. BT can help you deliver advanced citizen-focused services without capital investment and at reduced risk. BT's multimedia hosted contact centre solutions support flexible use of agents, home-working and remote office set-up. Intelligent, skills-based routing enables a virtual team of agents – anywhere. So you can deliver fast, efficient citizen services, with 24/7 availability through multiple contact channels, while reducing the costs.

Increase efficiency, improve services and reduce costs with BT

BT Intelligent Contact Centre frees you from the constraints of capital investment. This means that you can meet the demand for improved citizen-focused contact centres without additional investment. And, as a BT hosted service we'll manage the risk leaving you to enjoy the benefits:

- **Greater operational flexibility** – BT hosted solutions allow you to rapidly deploy new functionality, and drive economies of scale with flexibility and efficiency. You can dynamically expand or reduce the magnitude and cost of the solution to meet changing requirements.
- **Transform your infrastructure and increase efficiency across the organisation** – Moving to an IP solution will enable you to transform your infrastructure and operations – improving efficiency and optimising customer service levels. BT provides you with a managed service, with integrated voice, data and application infrastructures, helping to lower infrastructure & support costs.
- **Minimise risk** – BT will carefully implement a roadmap to smoothly transition you to a fully hosted solution with the option to utilise your existing TDM estate. BT minimises the impact on existing assets & allows you to enjoy the benefits. Introduce upgrades painlessly – leaving us to manage the technology.
- **Collaborate with other government organisations** – With BT's shared service contact centre you can realise the economies of scale associated with the increased usage of a hosted platform.
- **Enhancing citizen experience** – Share information across your organisation and contact centre services with greater ease. Better match citizens to available experts and self service options, in order to answer queries more efficiently and avoid call waiting and transfer.
- **Reduction in total cost of ownership** – Transferring infrastructure management to BT can generate considerable savings.
- **Real-time citizen information** – Instantly provide advisers with relevant information about citizens, reducing handling time and improving the citizen experience.
- **Supporting 'agents anywhere'** – Whether they are based at home, in the office, or in the contact centre. A citizen-friendly design provides one virtual contact centre, and balances the load of incoming traffic across all your contact centre advisors.
- **Improving Citizen Access** – Handle multimedia interactions through a single integrated queue, routing requests for voice calls, e-mails, web interactions and other media types. This enables you to offer citizens a wide choice of contact options 24/7.
- **Simplified administration** – Reduce in-house management by managing hardware and software within the network. Software and service upgrades are tested and verified with no additional cost to you.
- **Recognised security and availability** – Protect your system using our world class security provision. BT has received a restricted classification from the UK Government's own Communications-Electronics Security Group (GESG), a sub group of Government Communications Headquarters (GCHQ)
- **Live performance information** – Enjoy greater management efficiency with tools to make real-time changes to the 'call by call' treatment or the deployment of agents to reflect changes in call traffic patterns.

Key features and benefits

BT Intelligent Contact Centre provides the technology to enable the public sector to transform its operations, drive efficiencies, reduce costs and enhance services to citizens:

- **Intelligent queue based routing** – Route calls to specific destinations and agents based on the type of query. This enables you to utilise staff skills across your organisation, with home and mobile workers becoming part of your contact centre.
- **Greater visibility and improved reporting** – Determine the availability and status of an agent – wherever they are based. Take a real-time view of all activities and statistics across multiple locations and sites, including home-workers.
- **Skills based routing** – We can facilitate routing to an agent with a specific skill or language to efficiently meet citizens' requirements.
- **On call information** – A routing strategy can use any information received from the incoming call. Information such as Interactive Voice Recognition (IVR) responses, the caller's number (CLI) or the dialled number (DNIS) can be used to provide citizens with a choice of the most appropriate responses.
- **Easy information retrieval** – Routing by organisation rules or database look-up can be based on data elements, enabling you to retrieve information quickly and easily.
- **Competitive off-net PSTN charges** – Enable agents to make outgoing calls to citizens, suppliers and other government departments at affordable rates.
- **Load balancing calls across multiple destinations** – Benefit from a real-time view of the virtual contact centre with live updates. Manage call routing to best fit your organisation's demands.
- **Voice Platform** – Provides seamless integration of self-service applications with agent-assisted transactions to drive operational efficiencies and improve service levels.
- **Self-service Solutions** – Provide citizens with greater flexibility and access, through e-mails, web interactions, and other media types. This reduces the volume of simple transactions routed to live agents, freeing your staff to deal with more complex or higher value contacts.

Beat the technical challenges of public sector contact centres

When setting up and maintaining a public sector contact centre model, there are a number of major technical challenges. These include the drive for efficient, high quality citizen services, the trend towards flexible working, and the consolidation of several disparate locations.

BT can help you overcome these IT challenges by acting as your service provider. Our innovative solution can ease the burden and improve the services you offer to citizens. With a low risk approach to transforming your services, we help ease the transition from TDM to IP, minimising the impact on existing assets by implementing a roadmap to a fully hosted solution. Plus, transferring the management of your infrastructure to BT can generate considerable savings, reducing the total cost of ownership.

BT Intelligent Contact Centre supports telephony, multimedia and collaborative working applications, enabling you to further the capabilities of your existing data or IP networks.

BT's Intelligent Contact Centre enables intelligent contact routing, call treatment, and network-to-desktop computer telephony integration (CTI) over an IP infrastructure. It combines multi-channel automatic call distributor (ACD) functionality with IP telephony in a unified solution. This results in deployment of a distributed contact centre infrastructure, while retaining the ability to work as a single virtual enterprise.

BT's Intelligent Contact Centre platform delivers calls to the agent's desktop over a managed framework. It supports integration with existing voice networks and switches, providing an evolution plan to customers who have legacy voice capabilities.

BT Intelligent Contact Centre is a carrier-class, resilient solution, hosted within the BT network. It offers the reassurance of quality and availability, and can inter-work with the most common PABX and contact centre features and functions.

The hosted architecture is designed to provide the flexibility that will enable the solution to adapt to future requirements. Scalable capacity, for example, can satisfy an increase or decrease in projected call volumes. Integrating additional agents at different physical sites is straightforward, with WAN links connecting them to the centralised hosted platform.

BT Intelligent Contact Centre host has a number of Application Programmable Interfaces (APIs). These enable numerous client applications (such as SAP and Oracle) to inter-work closely with the system via Computer Telephony Integration (CTI).

Once integrated, BT can provide you with a number of services working holistically together. These include:

- Telephony – Hosted IP Telephony, PSTN, Inbound
- CPE – Terminals, phones, headsets
- LAN/WAN
- IVR (SelectLink)
- Contact recording
- Data storage
- Agent Desktop
- Outbound Dialling
- Workforce Management.

Who should buy

Citizen-focused, user friendly services

Local, central and devolved government organisations, just like any other contact centre, must handle complaints, requests and enquiries while providing accurate accounts of call histories. BT can replace your existing on-site systems, offering municipal governments innovative benefits to help improve productivity and efficiency while reducing costs & risk.

BT's hosted solutions provide you with a more flexible and efficient contact centre. To ensure social inclusion, staff can work remotely and even share data with other government departments and local authorities – working together to share skills and resources.

With BT, updating your systems becomes a thing of the past. Our multi-channel capabilities offer you increased functionality over one platform, and provide citizens with a greater variety of contact options. The expense to your business is also reduced, as the cost of our hosting centre is absorbed by multiple organisations, enabling you to benefit from economies of scale.

Why BT

Provide citizens with a world-class service

Managing citizen relationships efficiently is more important than ever. BT Intelligent Contact Centre solution can help your organisation deliver the efficiency and flexibility called for in the Varney report.

BT's Contact Centre expertise is unique because of our:

- **Size of base** – BT manages one of the largest multimedia contact centre operations in Europe. BT services 20 million of its own customers, and has deployed contact centre solutions in over 800 companies across 4,000 global sites.
- **Skills and accreditation** – BT has 25 years' experience delivering contact centre solutions to organisations of all sizes across the public & private sector 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.
- **Pace of adaptation** – BT enables you to move at your own pace when upgrading to an IP or hosted solution, providing a modular upgrade path and technical roadmaps.
- **Low risk approach to migration** – We help ease the transition from TDM to IP, minimising the impact on existing assets by implementing a roadmap to a fully hosted solution.
- **Certified security** – BT has received a restricted classification from the UK Government's own Communications-Electronics Security Group (CESG), a sub group of Government Communications Headquarters (GCHQ).

Take the first steps to a more productive and efficient contact centre by contacting one of our consultants to find out how BT Intelligent Contact Centre can help you.

For more information visit: www.bt.com/crm

Offices worldwide

The 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 any contract.

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

PHME 53082

