

BT Auto Contact

Cost-effective solutions that can help reduce costs and increase customer satisfaction



Are your advisors swamped during peak times? Does this lead to abandoned calls, long queues and frustrated callers? Do your agents have to waste valuable time answering calls that are repetitive and mundane? As staffing for peak times is rarely cost-effective, ensuring you can provide a consistent level of customer service is a key business challenge. Auto Contact, our range of self-service solutions, can help free up agents to handle more complex and revenue-generating calls – and at the same time improve the overall customer experience whilst reducing costs.

Cut costs by up to 90 per cent

Faced with the current economic climate and ever more demanding customers, improving your organisation's cost-efficiency and flexibility is vital. Auto Contact can cut transaction costs by up to 90 per cent over live advisor support, while reducing voice traffic¹. That's an average cost of just 19 pence per interaction for touch tone Self Service as opposed to £3.90 when using an advisor¹.

Automating transactions, such as ticket booking, balance transfers or bill payments also enables you to serve customers 24/7 without additional staffing costs. What's more, opting for a cloud-based, self-service solution can shift your investment focus from capital expenditure to operational expenditure – eliminating up-front costs.

Customers prefer self service

With research indicating that 58 per cent of online consumers agree that self service is 'good' because it puts them in control, our Auto Contact solutions can help you give customers what they want, when and how they want it². It's a win-win strategy, because by deflecting routine enquiries away from advisors to automated services, you can respond faster and more efficiently, keeping your costs down and your customers happy.

Do more with less

Auto Contact can also have a significant impact on productivity. Automation not only helps you improve your service during peaks in demand, it frees up your most valuable resource – your agents – to concentrate on more complex and high-value interactions, enabling you to do more with less.

The best of both worlds – cloud, on-site or combination self service solutions

In the past, contact centre managers had a tough choice – either build and maintain everything in-house, or outsource the entire operation, including agents, to a third party.

You don't have to do that any more...

At BT we offer on-site and cloud solutions or a combination of the two, and this applies as much to our Auto Contact packages as it does to our enterprise wide contact centre solutions.

This means you can experience the best of both worlds: outsource the technology, keep your agents in-house and still have control of applications. In fact, you can even design your own applications and we'll host them.

So you can have all the advantages of our Auto Contact solutions with all the additional benefits that cloud-based services bring.



Why BT Auto Contact?

Pay as you go and grow

With Auto Contact you'll have the added benefit of our range of flexible pricing options – per port, per minute or hybrid. So, whatever the size/type of your operation, you'll only ever pay for what you need.

Be smart

Auto Contact means you can get on with running your business while we look after the rest – we provide the expertise for managing applications, platforms and networks. There's no expensive upfront investment and you'll reduce overheads – our hosted service means you need less staff in-house.

Our platform is based on open standards supporting various deployment models. If you've already made a significant investment in your current applications, you won't need to do it again. Plus, you won't need to pay for ongoing platform maintenance and upgrades.

Be global

We're in over 170 countries, underpinned by the world's fastest growing global inbound voice network. Auto Contact gives you the flexibility to expand easily and seamlessly. Use our cloud platforms and make all your customer centres work as one. With callers filtered into a single, globally managed, virtual queue you'll deliver the same, consistent level of service across your organisation.

Be responsive

Auto Contact gives you high resiliency using intelligent routing features and diversity to provide high uptime. Customers expect a faster and more efficient 24/7 service, with multiple contact channels. Our hosted solution means you can respond in near real time, efficiently managing call volume fluctuations. No more abandoned calls, long queues or frustrated callers.

Be in control

You can access reports to monitor your application usage at all times. Hosted platforms can link securely with enterprise CRM applications. You decide what information is made available without having to expose sensitive data to an open environment. Or you can let us link to your application server, while you keep full control of your self-service applications.

Be fast

With hosted cloud technology we can have you up and running in weeks – not months. What's more, you can scale up from 25 to 1,000s of ports and back down again, on demand, giving you real business planning flexibility. Go after new markets and customers.

Be secure

We give you an added level of redundancy for cloud self service applications. Resiliency is even better using the intelligent routing features of our Inbound Contact global service. We get rid of single points of failure so you get the best service – without significant capital spend. Furthermore, we subscribe to high security standards to keep your customer data safe.

Cloud features and functions – the technical bit...

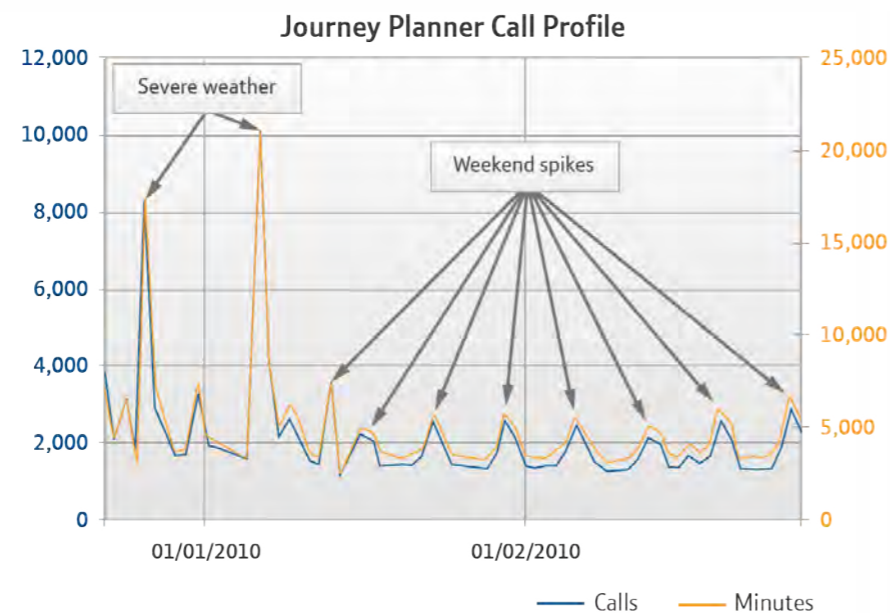
We've developed cutting edge voice portals offering a migration path for all new and existing Network IVR customers. Here's a quick rundown of the features you and your customers can enjoy with our cloud service:

- Enhanced resilience with no single points of failure
- Advanced speech capabilities – speech recognition, text to text speech, languages
- Host connect – link with CRM applications, automate high volume transactions
- Customer application portal – comprehensive reporting, prompt management
- Open standards – BT build in VXML, bring your own app.

And don't forget, you'll have a fully managed solution for your worldwide customer base.

Managing the unexpected

Auto Contact helps you manage peaks in demand. But when you have sudden, unexpected surges, as in the graph below, our cloud-based solution enables you to respond immediately and maintain high levels of customer service because it's there when you need it. It's also more cost efficient – you don't have to worry about redundant capacity sitting on your platform.



Voice XML	Open standards based applications. Customers can bring their own existing applications without having to re-incur development costs
Speech recognition	For quick, spoken command navigation
Text-to-speech	Play back up-to-date, relevant information and content to callers
DTMF	Collect customer information or navigate menus via keypad entries (Dual tone multi frequency)
Multi-lingual	Customers can have multi-lingual menus in support of their customers. We also provide ASR and TTS in multiple languages
Host connect	Get current information from CRM-databases, maintain sensitive data behind customer firewall
Call transfer	Transfer calls from agent to agent using BT network IVR
Customer management portal	Obtain reports and manage your prompts with our on-line tool through a single login.

A portfolio that meets all your needs

It's because we recognise that one size does not fit all, and that organisations start their transformation journey from different points, that our solutions can be on-premise in the cloud, voice only or multimedia – enabling your customers to self serve by integrating the power of email, chat and web. Whatever your requirement we're confident we'll have a solution to match your needs.

We have a range of off-the-shelf applications, pre-packaged and easily configured. You could be enjoying the benefits of a 'store locator' or 'order tracking' facility in no time at all. We also have the expertise and experience to deliver bespoke self-service applications based on advanced speech recognition or complex customer issues.

BT – the right partner for you

Our Auto Contact portfolio is based on in-house development and long-term strategic relationships with leading technology providers. And we've already delivered proven solutions to a range of global organisations including financial institutions, government agencies and leading retailers.

Whatever your requirement we can support you from initial analysis right through to successful implementation and ongoing support and service.

Did you know?

- We support National Rail Enquiries – the most used Speech service in the UK – taking 225,000 calls per month
- We delivered TD Waterhouse Stock quote within one month of the first customer meeting. They experienced ROI within three months
- West Yorkshire Magistrates' Courts Services solution increased customer privacy and reduced cost per fine collection from 20 pence per pound to 1 pence per pound.

How we can help

As a first step please contact your Account Director/Manager. Our experts will analyse your requirements and objectives, and provide a tailored roadmap identifying the issues, costs and benefits of transition to a self-service model before you commit. Please also have a look at www.bt.com/globalservices

“...this [automated speech] system is designed to recognise callers and anticipate their requests. That means there's genuine benefit for everyone; for travellers who get the information they need quickly; for the train operating companies, who can offer their customers more communication choices; and for the advisors in our call centres, who can focus on more rewarding tasks. ”

Chris Scoggins, CEO, National Rail Enquiries



Offices worldwide

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Partners

On-premise



Hosted



Analyst Recognition



Frost & Sullivan 2009
EMEA Market Leadership
Award for Self service

Gartner

Gartner's 2008
Pan European CRM
Magic Quadrant