

# BT Cloud Contact

## A world class contact management solution from BT

---



Are you looking for a contact centre solution that will reduce capital expenditure, drive efficiency and improve customer satisfaction? Do your contact centres experience 'peaky' or seasonal customer traffic? Do you want a solution that will grow with you, with a flexible payment model to suit your needs? If the answer to any of these questions is yes, then Cloud Contact may be the ideal choice for you.

Cloud Contact is an 'out of the box', hosted solution that helps your agents, wherever they are, respond quickly and effectively to customers through multiple contact channels. By hosting your contact centre in a secure BT data centre and linking it to your IP network, you can significantly reduce costs, make your people more productive and lower the risks involved in deploying contact management technology across your organisation – and deliver an excellent customer service.

### Quick and easy deployment

Cloud Contact is pre-packaged and ready to go. It can be configured quickly and easily, so you can be up and running in weeks, not months – additional seats can then be added quickly. And deployment doesn't mean total change – it can overlay existing contact centre infrastructure seamlessly, and grow as your business evolves, significantly reducing the time, cost, risk and resources needed to deploy, deliver and maintain a contact centre solution.

No specific hardware or software needs to be deployed on site – Cloud Contact can be delivered fully from the cloud to your agents PC and soft phones if you choose so.



BT Contact  
Relationships that grow

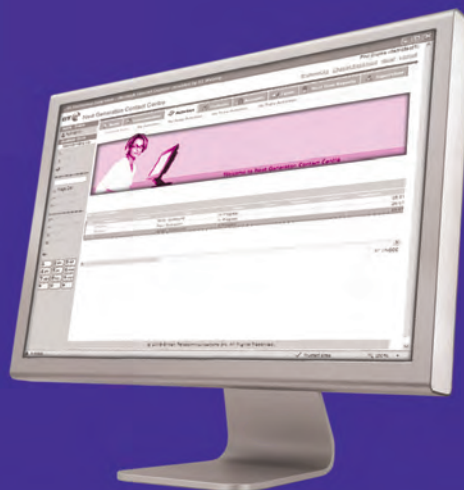
## Manage your customer interactions more effectively

Our unified agent desktop integrates old and new applications and services, and delivers rapid, high quality information through a single, intuitive interface. An embedded administration tool acts as a dashboard for all your reporting requirements.

Agents can now manage multiple forms of customer contact, while ensuring each contact is recorded and tracked across the entire organisation, providing a 360° view of the customer, and enabling you to boost revenue per call through effective cross- and up-selling.

With our unified agent desktop you can also:

- Improve collaboration between your sales, marketing and customer service teams, increasing productivity and profitability across your organisation
- Increase customer satisfaction through better first contact resolution, fewer data entry errors and reduced average handling time
- Make agents' lives considerably easier – no more toggling between different systems – increasing job satisfaction
- Significantly reduce training costs by managing deployment globally
- Remove dependency on in-house teams to build and maintain bespoke desktop integration tools, so they can focus on activities that drive results rather than manage third-party applications.



## A scalable, flexible solution

With Cloud Contact you can scale up from 25 to 1000s of seats. And our flexible pricing model enables you to leave agent licences in reserve until you need them – you simply pay for what you use. (See Pricing options)

Being able to scale your operation up and down 'on demand' adds significant flexibility to business planning. You can enter new markets with less risk, respond quickly to unexpected peaks in demand and better manage seasonal fluctuations, helping you to make the best use of agent resource.

## Add multichannel functionality

Cloud Contact enables you to integrate web-based access channels, such as e-mail, chat, co-browsing, voice and call back, into your call centres, changing them into true multichannel contact centres, and giving customers the choice to communicate with you on their own terms.

Harmonizing multichannel contact management with your CRM applications, or using our embedded contact management, gives you a detailed view of how and when customers want to contact you. And because Cloud Contact multichannel functionality is modular, you can respond quickly to changing demands, and create an even better customer experience.

## Deliver a secure and resilient service

Cloud Contact utilises our own carrier-grade security and global network of data centres. Our global Cloud Contact platform in Dublin has the sole role of providing additional redundancy for the service from our other three global Cloud Contact platforms, delivering the resilience, performance and security you need.

As the platform is network based, it can be activated anywhere, very quickly – authorised contact centre managers can add new agents or amend call-routing rules in seconds, ensuring you maintain full service even if, in the case of extreme weather or an unforeseen event, staff cannot get to work – ideal for business continuity planning.

## Virtualise your contact centre

Cloud Contact doesn't depend on infrastructure deployed on site. Nor are there any hardware constraints. Skills-based routing enables customers to be directed to the most relevant, available agent regardless of where they are. And agents can be literally anywhere – globally distributed around any of your sites, at home or on the move. The only equipment they need are headset-equipped multimedia PCs and an IP connection.

A virtualised contact centre enables you to:

- Manage agent availability better, by ensuring all contacts are filtered into a single, globally managed, virtual queue, essential when dealing with sudden spikes in customer demand
- Deliver the same level of services across your organisation
- Reduce overheads – virtualisation means you don't need to keep and maintain a large site with empty desks
- 'Network' your experts, whether they are agents or not, enabling you to take a huge step forward to ensuring customers receive the best advice 'first time every time'
- Offer more flexible working conditions, improving agent retention
- Use outsourced and insourced operations and manage them centrally – including reports – to make all your contact centres work as one.

## Leading-edge technology

With Cloud Contact, we provide you with a technology roadmap, so you know in advance that any new applications will be delivered pre-tested and pre-integrated. It means you get a world-class, 'evergreen' contact centre with the very latest technology and no infrastructure or maintenance costs.

Cloud Contact technology includes:

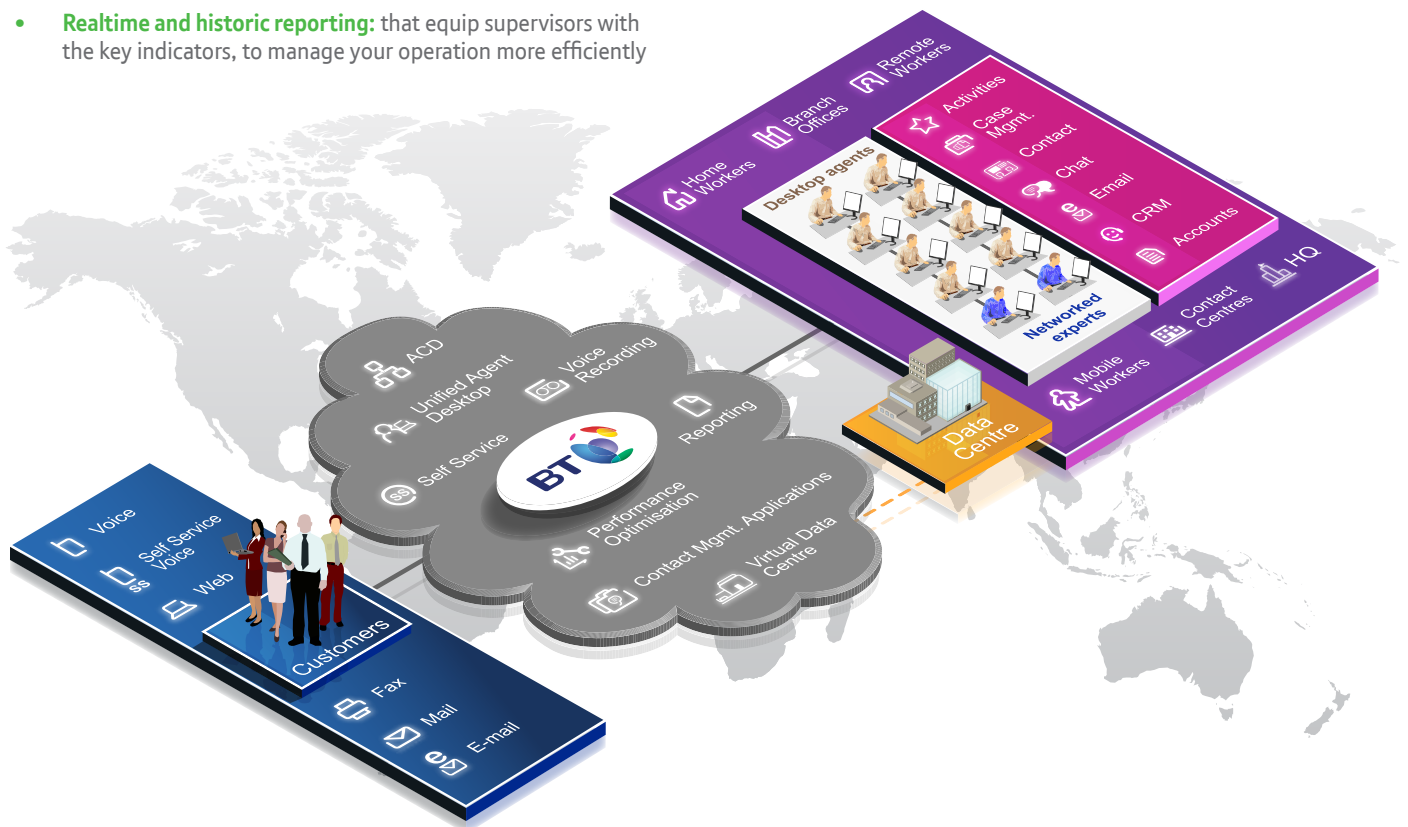
- **IVR call management:** features for customer self service and call steering, to improve first call resolution
- **Realtime and historic reporting:** that equip supervisors with the key indicators, to manage your operation more efficiently

- **Management tools:** that enable call routing scripts, agents, queues, teams, sites to be created and modified, increasing agent productivity and responsiveness to customer trends
- **Integration:** use our open application programming interface web service integration toolkit to help you empower your workforce
- **Recording:** customer calls can be recorded and easily accessed according to customisable criteria and integrated into the CRM tool kit, making compliance easier and useful for agent training
- **Contact prioritisation:** prioritise calls within queues based on CLI and Called Number and the CRM application to reduce call queues and improve customer satisfaction
- **Access to a knowledge base:** to help agents respond more effectively to service requests and enquiries

## A new approach to contact centres

Cloud Contact is a new approach to deploying contact centres. Before, contact centre managers had a tough choice: either build and maintain everything in-house, or outsource the entire operation, including the agents, to a third party.

With Cloud Contact, you get the best of both worlds: outsource the technology, but maintain control of the applications and keep the agents in-house, even across multiple locations in different countries. And Cloud Contact's powerful administrative tools allow you to maintain complete management control over your contact centre operation.



Customers want to contact you through a variety of channels. With Cloud Contact they can do this more quickly and effectively because the technology that underpins your contact centre is 'in the cloud', effectively creating a single virtual platform where your people meet your customers wherever and whenever they need to. This gives you a more flexible approach to keeping your customers happy and also better responds to your business needs, offering you improved security, control and efficiency.

## Pricing options

Cloud Contact offers a flexible pricing model to fit every type of contact centre operation: per concurrent agent or per logged-in agent. With this wide range of options, you only pay for what you need.

“

To realize our ambitions for our customers we required a modern flexible telephone system. This was achieved through the implementation of the Cloud Contact hosted system (recommended by our partner BTST), providing far greater functionality and opportunities, which we have been able to turn into improved services.”

Isobel Riley  
South Tyneside Homes Chief Executive

## BT – the right partner for you

With clients in every industry and company size – from global finance to local government we have established over 4,000 call centres globally over the last ten years, and provide global network solutions to over 600 customers with over 1,000 contact centre sites spread across Europe, Asia Pac and the Americas. Over 70 customers already use the Cloud Contact platform – in fact, it is the one of the truly global on-demand contact centre IP platforms, with physical platforms on three continents.

We also operate Europe's largest multimedia contact centre – handling 219 million calls a year – and have tested and proven the technology on a global scale.

## 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 hosted contact centre solution before you commit.

Please also have a look at: [www.bt.com/globalservices](http://www.bt.com/globalservices)



### 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 2011.  
Registered office: 81 Newgate Street, London EC1A 7AJ  
Registered in England No: 1800000  
PHME 52410