



BT Contact

Onsite Contact from BT



Power your contact centre responsiveness to serve your customers more personally, productively and profitably.

World-class communication and performance from your own contact centre

Today, your contact centre is key to both your brand and bottom line. Internally, it must be cost efficient, flexible and productive. Externally, it must communicate, engage and respond.

For your customer, and for you, time waiting is time wasted. And worse, your customer has a very social way of telling the world. So the bespoke service, response and resolutions you offer - what your customer expects from you - matter more than ever.

BT Onsite Contact puts a world-class contact centre at your fingertips. It gives you the power to shape your customer relationship management (CRM) in line with changing strategy, fluctuating demand and the vagaries of the market.

Full control of your contact centre and strategy – with full BT support

Onsite Contact offers contact centre solutions that integrate easily with your current communication infrastructure, even

if you are using legacy systems. You can deploy it pre-packaged, out of the box, or specifically adapted to the way you serve your customer.

You take full ownership and control, with the ability to instantly respond to new service strategies and market conditions. Sophisticated call routing and contact management gets your customer through to the right people and information, first time.

You can proactively engage with customers across multiple communication channels, using historic and real-time information. You can operate more profitably through more cost-efficient customer service and telemarketing campaigns with advanced outbound call options. You can also turn social media interactions into effective relationship building communications.

Onsite Contact means you can benefit from BT's partnership with world-leading solutions providers including Avaya, Cisco and Genesys. It can turn your contact centre into a more efficient and productive part of your operation, and a more engaging part of your brand.

BT Advise Quickstart: social responsibility

Your customers have always had a voice. With today's flourishing social media channels, they also have a stage to share their opinions of your service. When they do, you need to respond appropriately, and in line with your social media policy. Helping bridge your contact centre and marketing, BT Advise Quickstart can analyse your contact centre operation in depth, assess how effectively it reflects your level of social engagement, and identify improvements. For a fixed cost and time period, BT Advise Quickstart provides world-leading consultancy as part of our professional services offering.



Class-leading technology ready to make contact

Onsite Contact helps give your customer the satisfaction of outstanding service, bringing you closer to their needs and expectations.

Core Features	
Sophisticated call routing and contact management	Create and modify call routing scripts, agents, queues, teams and sites. Record and integrate customer calls into the CRM tool kit. Prioritise calls within queues.
IVR call management	Customer self-service and call steering help you offer the right response, at the right cost and from the right person.
Multichannel functionality	Enhance your customer contact experience by offering the option of web-based communication channels, such as e-mail, chat, co-browsing and call back. Together with voice, your customer has never had more choice.
Advanced management interface	Comfortably manage multiple forms of customer contact through a single, intuitive interface, together with an embedded administration dashboard to deal with reporting requirements.
Real-time and historic reporting	Supervisors can manage contact centres from anywhere, with access to reports on customer contacts, method of interaction, speech, analytics and agent performance, even using their own devices.
Easily integrated within your infrastructure	We support legacy systems and old technologies such as Time Division Multiplexing, right through to IP or SIP based - whatever infrastructure you have, we can support you all the way, offering you a roadmap to new technologies.
Limitless agents	Regardless of how many, or how few, agents you have in place, you can easily scale up the seats required - whether it's 20 or 10,000.
Fully owned by you	You remain in full control of your own customer contact strategy, and have the flexibility to adapt the system specifically to your needs, in response to market conditions.
Social media monitoring and response	You have the option to integrate your social media policy into contact centre strategy by transforming social media interactions into relevant, searchable communications that can be responded to by agents.
Full BT support	BT will support you all the way, from integration to professional services, placing some of the world's most advanced communications technology in your hands.

Don't forget that we can deliver to all types and sizes of organisations. We can offer pre-packaged solutions for midmarket contact centres with lots of discounts available. Our partnerships with Avaya, Cisco and Genesys means we can provide business solutions to any Contact Centre whether they have five or 5,000 agents.

Enhance your organisation's performance and your brand personality

Onsite Contact helps you make the most of your inbound and outbound communications, while cutting costs, improving efficiency and maximising customer value.

Key benefits:

- **Reduce the cost of customer interactions** - Faster, more decisive responses to customer contact save you time and money. Identify and correct operational inefficiencies through contact analytics. Save on resource costs by enabling the same number of agents to deal effectively with more interactions.
- **'Network your experts' for added value** - Connect your customer directly to the expert best equipped to answer their question, regardless of location. Your networked experts can improve first contact resolution rates and have the insight and knowledge to suggest further transaction opportunities. These networked experts can be in the back office, a supplier, partner or even another customer.
- **Engage with customers more proactively** - Access instantly available customer contact history and real-time contextual information to connect with your customers. Your agents can be aware of past transactions and dialogue so your customer doesn't have to start from scratch.

You can engage with them more effectively by understanding what has gone on before. Incorporate social media monitoring and response into contact centre operations to be even more informed.

- **Improve customer satisfaction and brand awareness** - Offer better first-contact resolution. Minimise call transfers. Guarantee your response time, whatever



"We have been able to reuse much of our existing hardware, which made the project very cost effective. We are saving time and effort too. For example, more straightforward administration is saving me at least half a day's work every week... The BT engineers are one of the main reasons we stay with BT. They were absolutely brilliant, and really understood what we wanted."

Martin Crouch, ICT Operations Manager, AmicusHorizon Housing Association on their call centre upgrade to BT Onsite Contact



the communication method. Develop your brand personality through highly professional, efficient and rewarding interactions.

- **Increase workforce productivity** - Instant access to the most relevant, up-to-date customer information using one interface allows staff to deal with more enquiries, more efficiently. Improved collaboration between your back-office and customer service teams means more productivity and profitability.
- **Develop and retain excellent employees** - Monitor and manage the quality of agents' performance as they interact, and pinpoint training areas for improvement. Putting a single, integrated, world-class system into the hands of your best people helps increase job satisfaction, and even offers the flexibility of remote working.
- **Better allocation of resources** - See where the 'peaks and troughs' of customer enquiry numbers typically occur, and put in place the right number of agents for maximum efficiency.
- **Evolve your organisation** - By enhancing your customer contact experience, and increasing the efficiency of your operations through world-class technology, you take key internal and external steps to becoming more competitive in your market.
- **Retain full control of your contact centre and strategy** - With full ownership, you can direct your contact centre operations as you wish, in response to your strategy or market demands.
- **Bespoke to your customer service model** - We can customise the infrastructure to reflect the operations and service expectations of your customers, administrators, supervisors and agents, giving you your contact centre, your way.
- **Security and compliance** - You get the ability to pre-complete security checks and basic questions, and you are better able to satisfy the demands of increasingly stringent regulation.

A satisfied customer with satisfied customers



AmicusHorizon is one of the UK's largest housing associations. It manages over 28,000 homes. Its service excellence is rooted in listening to residents and responding to improve their lives. The AmicusHorizon call centre was dealing with around 12,000 customer calls each day. Broadening their communication channels would, as ICT Operations Manager Martin Crouch put it: "make us easier to do business with." Working closely with AmicusHorizon, we suggested integrating a BT Onsite Contact Solution with their existing back office systems. What was once a voice-only call centre is now a full multimedia contact centre, where customers choose how they communicate. It's also where, as Martin also likes to point out: "nearly 90 per cent of enquiries are resolved first time."



Why BT?

Working with a trusted partner

BT is a trusted supplier in Ireland and is headquartered in both Dublin and Belfast employing close to 3000 people.

With a proven track record in delivering network infrastructure, we invest significantly in our network across Ireland and throughout the world. We do this to provide high quality services whilst bringing the benefits of product innovation to our customers.

In Ireland, the scale and breadth of our local and global networks and services are unrivalled.

Contact centres successfully deployed

To date, we have deployed around 4,000 contact centres globally to over 1,000 customers, including the world's largest hosted contact centre with over 32,000 seats.

Partnering established expertise

We work closely with globally recognised and respected solutions providers, Avaya, Cisco and Genesys, to give you the benefit of a unique communications talent pool.

Smart solutions to complex situations

We provide solutions to over 75 per cent of the world's largest banks, 11 out of 20 of the largest airlines, and 8 out of 10 of the world's largest utility companies.

Not just the best solution, the right solution

We are vendor agnostic. We work with the best suppliers to deliver your inbound calls, IVRs, contact recording, digital signage, and analytics (Avaya, Cisco, Eckoh, Enghouse, Nice, Symon Dacon, Verint and more). We discover, develop and deliver the right end-to-end solution for you.



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 the respective British Telecommunications plc standard conditions of contract. Nothing in this publication forms any part of any contract.

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