

# BT Cloud Contact Centre

## Improving your customer experience



## Bring all your customer interactions together to deliver the best experience.

### Cloud based contact centre

### Direct customers to the right person to help

### Support extended opening hours

Your customers have never had so much choice when it comes to contacting you and giving feedback. One minute they're on the phone, the next they're on social media. But how do you keep up with changing behaviours and turn these into great service opportunities?

BT Cloud Contact Centre is designed for businesses of all shapes and sizes that are managing customers. This could be through inbound or outbound calls, emails, social media posts, click to call, or live chat, even a mixture.

It's designed to help manage your customer interactions and get them through to the correct person to help them as quickly as possible. So customers don't have to repeat conversations to numerous people. The end result is one happy customer and one happy business.

Just as customers want to use different contact channels, the old rule around "open during office hours" no longer applies. Your customer may choose to browse your site at 11pm on a Sunday evening. BT Cloud Contact Centre enables you to use home workers, even when your main office is closed, which means they can be there on a Sunday evening to help the customer.

There's no need for on-site equipment so it is as easy to include satellite offices and homeworkers as though they were all in the same office.

### The benefits of BT Cloud Contact Centre

#### Improve customer service

- Ensure your customers get through to the person most suited to help them so that their query can be sorted as quickly as possible.
- Enable your customer to contact you using the media of their choice – phone, email, web – and bring these contacts together in one place for personal and prompt service.
- Better manage your busy periods and peaks in demand – use home workers to ensure you're responsive at all times, no matter when customers get in touch.

#### Help save on costs.

- Less need for multiple agents to be involved in resolving queries.
- Mobile screening can check availability of mobiles before calling, which means less money wasted calling voicemail.
- Support extended opening hours using homeworkers without the cost of having your offices open.

### Simple to deploy and manage.

- No hardware required.
- Agents can be spread across multiple sites, including homeworkers, with all the tools in place to do their job well.
- Reporting options that provide intelligence at your fingertips to help you react in real time to divert calls to other agents, if you suddenly experience a busy period.

## Key Features of BT Cloud Contact Centre

BT Cloud Contact Centre includes many features that you'd expect with a traditional contact centre. There are also a number of optional features that can further enhance the way you manage your customer interactions:

### Call blending.

Allows you to make best use of your agents for both inbound and outbound calls, so that when there's a quiet period, agents can easily switch to making outbound calls.

### Skill based routing.

Capture agents' skills so enquiries can be directed to the correct person, or expert. These experts could have expertise in a specific product area or language skills and help you to deliver the right support to the right customers.

### Call scripting.

Give your agents the scripts and pointers to help them manage their calls and maintain a consistent approach to call handling.

### Dialling modes.

A choice of three outbound dialling modes to enable you to manage your outbound calls in the way that best suits your business need. Giving your agents the opportunity to review customer details before calling or automatically dialling the customer as soon as an agent becomes available.

### Real time monitoring.

Dashboards and reporting for monitoring performance.

### Automated screen pops.

Integrate with your existing CRM systems to display customer information on screen when they call you, so that you can personally greet them.

### Mobile screening.

Optional feature to help reduce the time your employees spend calling mobile phones that are turned off.

### Local and mobile number presentation.

Optional feature of having local number presentation or mobile number presentation for each campaign. This can let you use a local number when running a regional campaign which can lead to an increase in the number of calls answered by customers.

## Why BT?

- **With BT Cloud Contact Centre you get the flexibility** to support the way your business needs to work, with the reassurance of working with BT.
- **Breadth of portfolio** - we can look at your solution as part of a wider "how can I look after my customers better" approach.
- **A successful transition to the cloud is dependent on having the right network in place.** To deliver the performance and reliability they need, we've got a range of internet and WAN access solutions, including our market-leading IP Connect Ireland service.
- **Experience to deliver what you need** - we have decades of experience in cloud solutions and on site communications systems.
- **We work with partners for both cloud and on site communications systems**, so our recommendation is based on the solution that's right for your business. Once we do recommend something, you'll know it's based on the very best solutions in the market.



### Offices worldwide

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