

# Meet digital customer demands with a cloud-based contact centre

Customer expectations have never been higher. Whatever device they're using, when they get in touch, they want to get the right answer from the right person, right away. While a traditional contact centre might struggle to cope with this, a cloud-based solution will more than meet the challenge – and we have the skills, technology and experience to get you up and running with a risk-free migration.

Running your own contact centre is a big challenge. You have to manage a collection of complex systems and software integrations while paying for data centre space, software upgrades and hardware maintenance. The result is a disparate, expensive system which restricts your agents' abilities to help your customers and provide a seamless service. No one wins.

Cloud Contact Cisco removes this cost and complexity. Connecting to our global MPLS network gives you access to our flexible cloud services, which let you scale-up your capacity when you need it. This means you don't have to pay for costly resources you only use rarely, and can launch in new markets fast without the risk involved in heavy investment – the only requirements being a network connection, browser and a phone.

Agents can work from any location connected to BT's network, which can help you to keep overheads down.

## Putting your customer at the heart of your business

Lots of companies still divide their communications between a front office, CRM environment and back office experts. Cloud Contact Cisco removes this division to help collaboration across your organisation, empowering your people to share ideas and respond to customers more quickly. It enables your agents to manage multiple channels through a single, easy-to-use multimedia interface – helping you create a customer-focused organisation.

You can network your back-office experts into the front office environment, which means that customers with complex requirements, are directed to the people best suited to deal with them – regardless of where they sit. The result is an agile, omnichannel contact centre providing a seamless customer experience.

## Get ahead in the cloud

- **Take away the risk of moving** to a cloud-based contact solution – we have a long track record of successfully migrating multinational organisations
- **Reduce cost and minimise risk** – take advantage of the cloud while maintaining stability and security
- **Keep up with your digital customers**, whichever channel they move into
- **Introduce new technology channels** at pace without major investment – and turn on and off as needed.
- **Tap into the power of a customer knowledge base** (a precursor to using AI) – for both agent and customer use
- **Only ever pay for what you need**, per agent per month



# A contact centre strategy for the digital age

We've partnered with Cisco to bring you a highly reliable and feature-rich contact centre solution.

## Flexible agent pricing options

You decide which agents require which channel, allowing you to always only pay for what you need and consolidate your global communications costs onto a single platform.

## Omni-channel

Customers can contact you any time, however they choose. BT Cloud Contact Cisco channels to agents include e-mail, SMS, social media management, video and voice, messaging (with automated prompts to increase engagement) and collaborative browsing. Customers can research answers using their browser on your knowledge base (including AI based content suggestions) and our AI enabled Chatbot.

## Intelligent call handling

Cisco contact centre technology automatically routes calls based on client identity, putting them in touch with the agent best placed to respond to their query.

## Reliability and continuity

Our network is resilient, secure and trusted by international businesses and government organisations. And the redundancy offered by BT's data centres keeps your business running, should disaster strike.

## Stay up-to-date

We keep you up to date with market innovations, pre-tested and pre-integrated. And you can try out and then scale-up to new customer channels without capital expenditure.

## Round the clock support

Our service is staffed 24/7 for 365 days a year so whichever location is live – at any time – we are managing it for you.

## Flexible integration

Our service integrates fully with your existing CRM systems allowing a continuation of your customer data management throughout the transformation process.

## Centralised management and reporting

The unified agent desktop gives you a full overview, while reporting functions enable you to keep track of your contact centres from one place with a single, intuitive interface.

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**83%** of digital customer say organisation should **make it easier** to contact them by phone, webchat, email and social media.

## Why choose BT?

BT is a Cisco Service Provider Alliance partner, and one of only four Global Certified Partners.

For more than twenty years, BT and Cisco's strategic partnership has developed a strong track record of providing innovative products

and services for customers globally – helping you deliver excellent customer service through contact centre solutions.

We have established over 4,000 contact centres globally over the past 10 years – and have over 12,000 agents in 40 countries. In one month, Cloud Contact solutions deliver:

- Over 5 million voice calls
- 500,000 messages and chats from consumers
- In 180 different countries

You can integrate Cloud Contact Cisco with our other services including:

- **Automated self-service:** real-time conversations with digital self-service and virtual assistance
- **Contact recording:** your history of call and screen recordings there whenever you need it
- **Global inbound services:** make it easy for customers to get in touch wherever they are
- **Professional services:** to help transform business rules along with your contact centre transformation
- **Secure credit card payment solutions:** make card payments over the phone simple, secure, and PCI DSS compliant
- **Work Force Management (WFM):** plan, forecast, and optimally schedule employees to match workload across your customer-serving departments
- **Work Force Optimisation (WFO):** make better decisions, increase productivity and improve customer experience via staffing, coaching and performance solutions.

## What could Cloud Contact Cisco do for you?

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