

Making **Contact Centres** Efficient

Meet the needs of your customers and
your business



Customers are different these days

Customers today are far more demanding than five years ago. They expect you to be more responsive, available round-the-clock and accessible through a variety of channels.

You have to balance these expectations against the need to reduce contact centre operating costs. But is it possible to achieve optimum efficiency and give customers what they want?

At BT, we believe an holistic approach to customer management is the only way to meet the needs of your customers and your business. We can help you combine your global resources into a

single, scalable, multichannel customer management platform so you can maximise productivity and provide an exceptional customer experience.

Better care and lower costs for NHS Direct

A virtual contact centre embracing 42 locations is helping the UK's NHS Direct improve customer service and reduce costs. The advice service, delivering 24-hour telephone and e-health information, was initially formed from 22 separate contact centre structures. Without a centralised view of call activity, NHS Direct was unable to use its resources efficiently.

As a result, calls are now answered more efficiently by agents across the network, leading to fewer abandoned calls and enhanced customer service.

Efficiency v. service: the tipping point

Contact centre operations are under continual pressure to reduce costs, increase efficiency and generate revenue to remain competitive. Customers, however, expect a faster service that offers multiple contact channels and 24/7 availability.

Meeting these seemingly conflicting demands can be tricky given that a third of customers now have higher service expectations, compared to just a year ago. They want great service, first time, every time – and if they don't get it they'll go elsewhere.

Statistics suggest businesses are failing to meet the expectations of today's customers. Research by Bain & Company reveals that while 80 per cent of businesses think they deliver a superior experience, customers think just eight per cent come up to the mark.

Contact management is at a tipping point. Balancing customer expectations with the need for increased business efficiency and cost savings requires organisations to change the way they work and manage their customers differently.

A de-risked route to contact centre efficiency

BT views the contact centre of the future as a Network of Experts.

The concept essentially puts the customer in touch with the best person to deal with their query – no matter where they are geographically. Customer interactions are no longer limited to advisors but can be handled by anyone within your organisation – even engineers, product developers or directors, if that's the best course of action. Our concept is underpinned by a smart global network that enables such collaboration to work. It's the shape of contact management in the future.

BT offers customers a de-risked route to contact centre efficiency, eliminating

multiple supplier management and concerns about integrating technology or finding sufficiently experienced suppliers.

BT's extensive portfolio of solutions helps you deliver a truly 21st Century contact centre. From inbound to self-service, analytics to multimedia ACDs, we have everything your contact centre could need, both now and in the future.

We'll work with you to plan, design and implement a solution that delivers improvements across all aspects of your contact management operation. We can

advise on how best to manage inbound contacts or utilise self-service. We'll help you unify and virtualise your entire contact centre estate, creating a single queue into your business and helping you exploit up-sell and cross-sell opportunities.

What's more, with the expertise and experience of over 4,000 contact centre deployments to draw on, we can deliver many of these services in the way that best suits you – be that on-premise, hosted, managed or outsourced.



Benefits:

Align inbound numbering strategy to lower minute costs

Optimise call traffic through self service and call back

Increase customer acquisition and value

Route contacts more effectively to the most appropriate people

Increase agility of your technology and budget

Inbound services

With our inbound solutions, you can improve responsiveness and serve your customers more efficiently. And by handling incoming calls more effectively, you'll improve your brand reputation to boot.

BT Inbound Call Services provides a wealth of options to help you deliver first-class customer service, including:

- **One global number:** give your customers a memorable, location-independent telephone number that connects them straight to global advisors.
- **Caller ID and routing:** connect your customers to the appropriate person to deal with their query – whether at a local branch office, national call centre or overseas. And with seamless transition, your customers won't even notice.
- **Analysis:** analyse call volumes and advisor performance, so you can use the data to make optimal organisational changes, such as aligning your numbering strategy to lower minute costs.

ZTE cuts costs through collaboration

Market-leading telecommunications equipment and network solutions provider, ZTE, wanted to streamline its increasingly fragmented global contact centre services. BT consolidated separate hotline facilities in over 80 countries into fewer locations, freeing the Chinese company to focus on improving the customer service experience.

ZTE has reduced the overall number of agents by almost 50 per cent and achieved overall cost savings of 10 per cent.

Call-queue management

When there's a sudden peak in calls, how do you reduce waiting times without hiring more contact centre agents?

BT Call-queue management solutions offer an alternative to holding, providing the choice and convenience your customers expect:

- **Call-back applications:** offer the option of a return call when an advisor is unavailable – freeing your customers to get on with other things.
- **Self-service:** use an automated system that's particularly relevant for handling simple information requests and transactions, so your advisors can focus on more complex or revenue-generating customer enquiries.

Contact centre hosting

BT Hosted Contact Centre solutions enable you to enjoy the benefits of a leading solution without the risk of introducing and managing new technology:

- **Flexibility:** gain access to new technology when you need it – rather than when you can afford it – with pay-as-you-go options. With our expenditure-based finance model you spend only on the advisors you really need.
- **Agility:** acquire the infrastructure you need to virtualise your disparate contact centres quickly and cost-efficiently.
- **Security:** put your contact centres in safe hands with BT managing your solution at one of our secure data centres.
- **Expansion:** locate advisors anywhere and easily expand to new sites or geographical regions.

Multichannel access

Meeting customer demand for multichannel access is essential for competitiveness. And with multichannel customers spending 20-30 per cent more than single-channel consumers, it directly impacts your bottom-line.

BT Multichannel Contact Centre solutions help you seamlessly route calls, emails, SMS and faxes across your business:

- **Be there when they need you:** keep customers happy by offering round-the-clock access to the appropriate advisor to efficiently deal with their query.
- **More choice, less cost:** introduce lower cost communication media – such as email and SMS – to cut costs while simultaneously offering more flexible access to your organisation.

Virtualisation

Virtual contact centres enable you to reduce network costs and optimise resources and service levels by routing contacts to the most appropriate person for speedy resolution – wherever they may be:

- **Enhance the customer experience:** ensure callers are matched with the best advisor for their needs, first time.
- **Supply when they demand:** scale customer service up or down to meet fluctuations in demand.
- **Be a flexible employer:** introduce home and remote working options to reduce your carbon footprint and enhance employee satisfaction.
- **Get more from your people:** improve staff productivity by providing relevant information in real-time.

Successfully delivering customer management solutions – Globally

BT is a recognised leader in contact centre transformation with a wider range of hosted and premise-based capabilities than any other provider. We won Best Customer Care at the 2007 World Communication Awards, as well as the Frost & Sullivan Hosted Contact Centre Leadership and Excellence in Customer Service Innovation awards in 2008.

We do it for ourselves – day in, day out

BT manages Europe's largest multimedia contact centre – our own. Serving 22.6 million lines and handling 600,000 calls a day – that's 219 million a year – it also manages 30 million online transactions annually.

So, we understand implicitly the complexities involved in running an efficient multichannel contact centre operation, and have already solved many of the challenges you now face.

We have in-depth experience

With more than 25 years of experience, BT has already established 4,000 contact centres around the world for more than 1,000 clients in every industry – from global finance to local government.

In fact we provide contact centre services to:

- 75 per cent of the world's biggest banks
- Eight out of 10 of the world's largest utilities
- 11 of the world's 20 biggest airlines
- 13 of the global top 20 pharmaceutical companies

We de-risk contact centre deployments

BT can help you de-risk your contact centre transformation.

- **We collaborate with experts in the field** – BT has a broad portfolio underpinned by a resilient network. We've teamed up with the best suppliers in the business – including Nortel, Avaya, Genesys, Cisco, Verint, Witness, NICE and CosmoCom – to create a truly outstanding contact centre portfolio.
- **We are a single provider** – Operating in more than 170 countries around the world, we can be a single provider for all your global contact centre, IT and network services requirements. We offer integrated delivery and management options, as well as flexible payment plans.
- **We can tailor to suit your needs** – be it on-premise, hosted, managed or outsourced. And we'll take care of the migration plans and support packages to keep you moving forward with your journey.

Service and savings for Premiere Fernsehen

Premiere Fernsehen, a leading pay-TV operator in Germany and Austria, needed to improve the flexibility and efficiency of its call centres to cope with seasonal call fluctuations.

BT used voice over IP (VoIP) technology to merge the operator's 12 internal and external service sites into one virtual call centre.

As a result, calls are now distributed by a centralised system and routed automatically to appropriate agents, increasing productivity, shortening call duration and making better use of agents' skills.

Assess the efficiency of your contact centre

Looking for a first step towards improving the efficiency of your contact centre?

Our Contact Centre Efficiency Quickstart Service enables organisations to understand how efficiently their contact centres are performing. It assesses the capabilities of your contact centre operations – benchmarking

them against good industry practice – and identifies how to improve these capabilities in the short and long-term. Organisations can rapidly discover which best practices and technology options can support a strategy for achieving

an industry-leading customer-facing, highly efficient contact centre operation. By using a structured and collaborative framework, BT helps reduce the business risks involved in the delivery of transformational change.



To find out more, contact your BT Account Manager
or visit www.bt.com/CRM.

A win-win situation for HBOS

In order to deliver on its commitment to continuous improvement, HBOS General Insurance needed a clear view of the customer experience when contacting the organisation.

BT Inbound Analyst is a customisable reporting system that records call durations, repeats and failed calls, and traces calls through contact centre systems. It has enabled HBOS to install more lines in exactly the right places and re-route traffic, while reducing the number of transferred calls and directing customers to the correct contact point for insurance renewals.

As a result, HBOS has reduced the number of repeat calls, fraudulent claims and lowered costs. Improvements in customer service have enhanced renewal rates and increased sales.



Bringing it all together

[Offices worldwide](#)

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