

# Generating Smart Customer Interactions (GSCI)

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## Executive summary



## Great expectations for your customer data

Providing a positive and personalised customer experience is essential to remaining competitive. But customer expectations today are higher than ever – demanding tailored, relevant interactions with your organisation by telephone, Internet, SMS and email.

BT's Generating Smart Customer Interactions (GSCI) proposition helps you understand your customer's needs, enabling you to tailor your communications in the most relevant way.

## Exceeding expectations, improving retention

Personalising the customer experience across multiple channels is a challenge. BT's Generating Smart Customer Interactions (GSCI) proposition is designed to help your organisation use the insight generated by your people and processes to gain greater understanding of customers and their expectations. Which gives you the knowledge and technology to provide a superior customer experience – at any point of contact.

With greater insight into customer expectations it's possible to optimise your contact management operations to improve customer experience and operational efficiency. Which enables you to release the maximum potential from your workforce and business processes – and drive customer loyalty.

The result is a more flexible, accessible customer experience which can improve brand reputation and retention levels – and increase revenue through more personalised marketing and tailored up-sell and cross-sell.

## Enhancing customer experience and reducing costs

Is it possible to give customers a personalised, relevant experience and increase revenue? To increase customer satisfaction and reduce costs?

The BT GSCI proposition enables your business to use customer insight to maximise contact centre efficiencies, optimise your workforce and provide more profitable interactions – whilst delivering an enhanced customer experience.

BT's GSCI proposition offers a range of services and is already delivering tangible benefits to customers worldwide – across a range of sectors. BT has helped one major player in the mobile telecoms industry reduce its costs by up to £1,600 per hour, every hour, through reduced call handling time – in turn improving the customer experience for greater satisfaction. All thanks to insight gained through BT's GSCI proposition.

**Contact your BT Account Manager to find out how BT's Generating Smart Customer Interactions proposition can help you provide a superior customer experience.**

### Offices worldwide

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