

# Control costs, reduce uncertainty and deliver a better customer experience

We can give you a seamless omnichannel contact strategy with a highly agile, feature-rich solution – smoothly moving your customer contact operation to the cloud. Be up and running quickly, flex up and down as you need and only ever pay for what you use. As a global tenant, you can access the platform everywhere, ensuring quality while cutting costs. So you get all the benefits of the cloud, while reducing the risk of evolving your customer engagement strategy.

Cloud is now an established way to deploy contact centres. It removes the need to build and maintain everything in-house or outsource the lot, including agents, to a third party. Instead, you get the best of both worlds.

You can outsource the technology, maintain control of the applications and keep your agents in-house, even across multiple locations in different countries. And you still have complete management control over your entire contact centre operation.

Cloud Contact takes just weeks to set up and you can integrate it into your infrastructure quickly. As an 'out of the box', hosted solution, it will help your agents, wherever they are, respond quickly and effectively to your customers through multiple contact channels.

## Flexible, scalable solution

By hosting your contact centre in a secure and compliant BT data centre and linking it to our network, you can significantly reduce costs, make your people more productive and lower the risks involved in deploying contact management technology across your organisation – all while delivering an excellent customer service.

You can scale your number of agents up and down quickly while only paying for what you need, on a per agent, per month basis. This cuts your capital expenditure on site and reduces your risk. It also means you can quickly deploy in virtually any geography. There's no minimum commitment while using shared infrastructure, so you can be completely agile.

Our unified agent desktop integrates old and new applications and services, and delivers rapid, high quality information with a dashboard for all your reporting. Agents can manage different types of customer contact, while ensuring each contact is recorded and tracked across the entire organisation. This gives you a 360° view of each customer, which helps boost your revenue through more effective cross-and up-selling.

This solution will grow with you and lets you:

- **move safely to a cloud-based contact solution** – we have a long track record of successfully migrating multinational organisations
- **be flexible – add agents in just hours or even minutes.** Enter new markets or ramp up capability without tying up substantial capital investment
- **enhance your customer experience** – adopt a follow the sun model by supporting a distributed agent pool and taking advantage of the benefits of a virtual global tenant set up. For example, one of our largest customers has 4,000 agents listed on the platform, while only paying for 1,000
- **keep up with new technologies** – our AI powered omnichannel platform gives you a future-proofed roadmap with an ecosystem of pre-integrated applications, such as workforce management, optimisation, or PCI payment
- **increase your agility** – easily adjust for seasonal spikes or unexpected events and only pay for the services you need, when you need them
- **introduce new technology channels** at pace without major investment – and turn on and off as needed
- **stay secure and compliant** – our platform is ISO 27001 compliant, to keep your customer data secure
- **access our experts** – our specialist consulting and development teams will help you design, deploy and maintain your platform so you get the most out of it
- **only ever pay for what you need**, per agent, per month.

## Go from 50 up to 2,000 seats on demand

Cloud Contact is pre-packaged and ready to go. It can be configured quickly and easily, so you can be up and running in weeks, not months – and additional seats can be added quickly. Best of all, as a large global tenant it can cope easily with complex operations but also gives you the opportunity to start small to meet an urgent need and expand at your own pace.

### Customise your contact

Integrate digital access channels, such as e-mail, voicemail, webchat, social messengers and mining, intelligent virtual agents, Skype for Business, voice and call back into your call centres. This will make them truly omnichannel and give your customers the choice to communicate with you on their own terms.

### Get the best of both worlds

We've created a pre-deployed, plug and play platform which comes with a flexible integration capability. This means you can add your own applications environment to customise your agent and user experience, giving you a public cloud customised to your needs.

### Deliver a secure and resilient service

Cloud Contact utilises our own carrier-grade security and global network of data centres. As the platform is network based, it can be activated anywhere very quickly – authorised contact centre managers can add new agents or amend call-routing rules in seconds, ensuring you maintain full service even if staff can't get to work – ideal for business continuity planning.

### Virtualise your contact centre

Cloud Contact doesn't depend on infrastructure deployed on site nor are there any hardware constraints. Skills-based routing enables customers to be directed to the most relevant, available agent regardless of where they are. And agents can be literally anywhere – globally distributed around any of your sites, at home or on the move. The only equipment they need is headset equipped multimedia PCs and an IP connection.

### A virtualised contact centre enables you to:

- **manage agent availability better**, with a single, globally managed, virtual queue – essential when dealing with sudden spikes in customer demand
- **deliver the same level of services** across your organisation
- **reduce overheads** – you don't need to keep and maintain a large site with empty desks
- **network your experts**, whether agents or not, so your customers get the best advice 'first time every time'
- **offer more flexible working conditions**, improving agent retention
- **use outsourced and insourced operations** and manage them centrally – including reports – to make all your contact centres work as one
- **control your operations globally** thanks to configurable administration, centralised or decentralised as you wish.

### Leading-edge technology

With Cloud Contact, we give you a technology roadmap, so you can be confident that any new applications will be delivered pre-tested and pre-integrated. It means you get a world-class, 'evergreen' contact centre with the very latest technology and no infrastructure or maintenance costs.

And deployment doesn't mean total change – it can overlay existing contact centre infrastructure seamlessly, and grow as your business evolves. This significantly reduces the time, cost, risk and resources needed to deploy, deliver and maintain your contact centre solution.

## Why choose BT?

With clients in every industry and company size from global finance to local government, we have established over 4,000 call centres globally over the last ten years, and provide global network solutions to over 600 customers with over 1,000 contact centre sites spread across Europe, Asia Pac and the Americas.

Over 120 customers already use the Cloud Contact platform. In fact, it's one of the truly global on-demand contact centre IP platforms, with physical platforms on three continents.

We also operate Europe's largest multimedia contact centre – handling 219 million calls a year – and have tested and proven the technology on a global scale.

### Pricing options

Cloud Contact offers you a flexible pricing model to fit every type of contact centre operation: per concurrent agent, per logged-in agent or even per effective minute including network, in the UK or other countries on request. With this wide range of options, you only pay for what you need.

## What could Cloud Contact do for you?

Visit [bt.com/globalservices](http://bt.com/globalservices)

Offices worldwide.

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