

# BT and Genesys combine to assure the best customer journeys

When it comes to today's digital world our hands couldn't be safer. We've worked together at the leading edge of customer service solutions for more than 20 years, culminating in the creation of BT Cloud Contact Genesys. Now, you can dramatically cut the time and expense of adding channels, agents and locations – while your customers enjoy the freedom to engage with your business on their terms, whenever and however they want.

Digital-savvy consumers are more demanding and less forgiving than ever before. Success comes down to providing them with brilliant customer experience (CX) at moments that matter.

Yet, trying to do that with traditional contact centre solutions and complex-to-run, hard-to-integrate systems is tough. Not least because you can't easily connect people, processes and information.

So, it's difficult to get a 360-degree, real-time view of customer interactions and journeys. And even harder to advance plans for omni-channel innovation and introducing new channels. The result is a vicious circle as agent performance and customer satisfaction suffer, causing overheads to spiral.

BT Cloud Contact Genesys takes these problems away.

## Fast, simple digital transformation

Hosted and delivered from BT global data centres, Cloud Contact Genesys provides all-in-one Contact-Centre as-a-Service (CCaaS) features with advanced routing, real-time reporting and analytics and a channel unification roadmap for integrating voice, digital, web and social media.

Running as a secure private cloud solution, it combines BT automated service delivery with Genesys SMART use cases. The former eliminates risk and speeds project delivery and time-to-benefits using pre-validated designs, while the latter informs digital transformation by sharing best practice and experience from worldwide customer deployments.

Our productised approach means you can move quickly with confidence. By templating design, processes, footprint, deployment and support, we reduce unknown elements, accelerate roll-out and speed time-to-value.

Agents can work from anywhere. They just need a BT network connection, browser and phone.

## Get more from your cloud investment

- **beat implementation targets** – we have a long track record of successfully migrating global organisations
- **empower agents** – with the tools and real-time information they need to work more productively
- **connect better with customers** – personalise service, manage relationships and spot trends as customers switch between channels
- **add new communication channels** at pace without major investment – and turn on and off as needed.
- **improve customer experience** – exceed SLAs and boost the CX metrics that matter
- **build a platform for innovation** – lay the foundations for artificial intelligence, adaptive learning, bots and other automation technologies
- **remove costs and only pay for what you need** – per agent per month.

## Department of Work and Pensions

BT helped the UK's largest public service to rationalise and transform 184 call centres with nearly 30,000 agents. Now, valuable insight into call flows and performance allows managers to optimise resources. The introduction of text and email will offer customers greater choice, while DWP staff have all the information they need at their fingertips.

## Be brilliant in the moments that matter

We've partnered with Genesys to bring you unsurpassed global reach and expertise in cloud managed services along with the industry's #1 customer experience (CX) platform. Cloud Contact Genesys is embedded into BT's global voice and data services and has points of presence in the US, Europe and Asia so you can offer a consistent service regardless of where your customer is.

### Flexible pricing options

You decide which agents require which channel, only paying for what you need and consolidating global communications costs onto a single platform.

### Omni-channel

Customers can contact you any time, however they choose. BT Cloud Contact Genesys delivers e-mail, SMS, social media management, video and voice, messaging and collaborative browsing.

### First-call resolution

Genesys contact centre technology automatically routes calls based on client identity to the best-placed agents with the right knowledge and skillsets.

### Reliability and continuity

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

81% of digital customer think organisations should always offer different channels to meet their needs.

## Why choose BT?

From being Genesys's first UK customer in 1994, BT is today one of its largest strategic partners through an ability to successfully manage global, multi-site contact centre requirements, allowing companies to focus on customer service rather than IT.

BT has also established over 4,000 contact centres globally over the past 10 years – serving more than 60,000 agents globally.

In one month, our Cloud Contact solutions deliver:

- Over 5 million voice calls
- 500,000 messages and chats from consumers
- In 120 different countries.

We're also ranked top of the Gartner Quadrant as a Contact-Centre-as-a-Service leader.

### Stay up-to-date

We keep you out in front 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 24/7/365 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, making it easier to share and manage customer data.

### Centralised management and reporting

With one unified desktop agents serve customer faster without constantly having to switch between screens and applications. Managers can track service levels and agent performance from one place using a single, intuitive interface.

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

- **Automated self-service:** real-time conversations with digital self-service and virtual assistance
- **Contact recording:** your history of call 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 Genesys do for you?

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