

# Cut costs, enhance the experience and put your customers in control

People like to be in control. And they're increasingly comfortable giving commands to virtual assistants. A smart, automated self-service option puts your customers in charge and lets them access information and complete simple tasks 24/7. It also means your own advisers aren't swamped with repetitive and mundane calls. Instead, Auto Contact frees up agents to handle more complex and revenue-generating calls – while reducing costs and improving the overall customer experience.

The spread of voice assistants in the home – with Siri and Alexa called on for all sorts of things – means people increasingly expect to control technology with their voices rather than buttons. At the same time, messaging and social media are part of our everyday lives, with the lines between business and personal interactions becoming blurred.

Auto Contact enables you to embrace both of these trends. Automating transactions, such as ticket booking, balance transfers or bill payments means you can serve customers 24/7 without additional staffing costs. What's more, opting for a cloud-based, self-service solution can shift your investment focus from capital to operational expenditure – eliminating up-front costs.

With this Opex model you can easily flex up and down in line with your business and revenue needs, while only ever paying for what you use.

Customers will be able to access information and resolve queries without having to speak to an adviser. And if the application can't get things sorted, conversations can be routed to the most appropriate available adviser. This helps provide a consistent user experience across all channels with continuity between channels, allowing users to pick up where they left off.

Auto Contact can also supplement the audio channel with visual prompts, so that people can visually navigate menus or input data direct rather than relaying it to an agent, which saves time and reduces the potential for human error.

## Enhance your customer contact experience:

### Grow your business quicker and avoid recruitment costs

Automating simple tasks frees up your agents to deal with more complex requests

### Use one application across multiple channels

Customers get the same experience and can swap between channels and pick up where they left off

### Make decisions based on insight and trends

Comprehensive cross-channel reports enable you to improve the experience of your advisers and customers

### Provide a 24/7 always on service

People now expect immediate access and quick responses – and Auto Contact lets them manage their account on their terms, when and where they want



# Smart automated customer contact – now you're talking

Auto Contact means you can get on with running your business while we look after the rest – we provide the expertise for managing applications, platforms and networks.

## Business user interface

Accessible via a web portal, the BUI allows you to make changes to your live self-service solution.

## Visual IVR

A touch control menu for smartphones enables users to navigate menus visually rather than audibly.

## Automatic speech recognition

Allows users to say what they are calling about rather than pick from a menu of options.

## Host connect

Allows the self-service solution to query a customer database or web service and return information.

## Text to speech

Enables text messages to be played as audio. This is particularly useful for replaying data for verification or implementing emergency messages.

## Call transfer

This option allows calls to be routed to a human agent once the self-service menus have completed.

## PCI environment

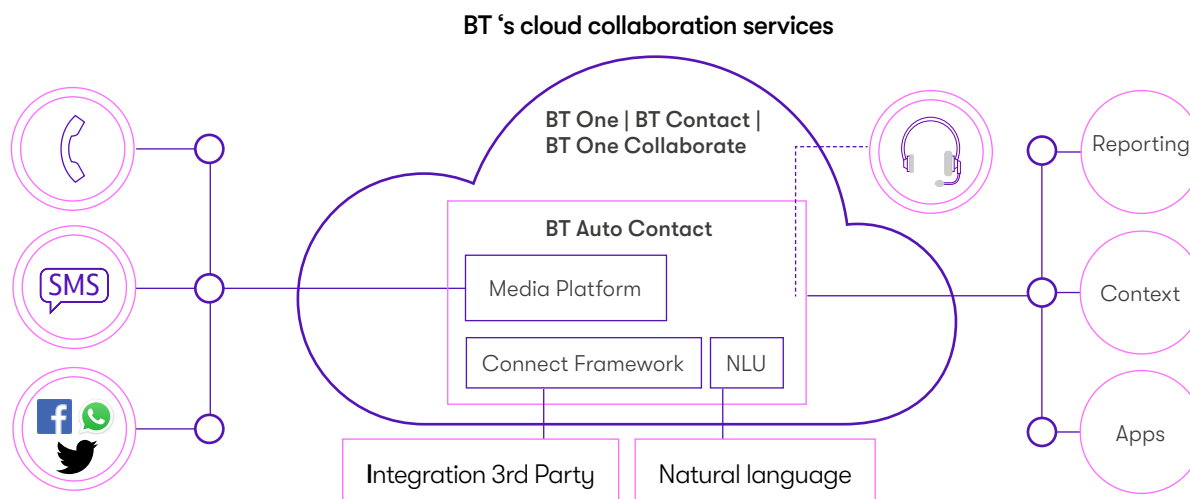
Auto Contact applications can be used in an end-to-end solution to help meet PCI compliance. And you can combine Auto Contact with Cloud Contact PCI to get an IVR PCI compliant payment solution.

## Interactive text response

Extends the self-service options from the voice channel to text-based channels such as SMS, web and social.

## User experience

Understand different customer profiles, offer a different experience based on their expected intent – and ensure continuity if they call again.



## Why choose BT?

### BT is the only company able to offer this service globally

We can deliver a fully integrated solution to delight your customers while keeping security at the forefront of any deployments.

Our Auto Contact portfolio is based on in-house development and long-term strategic relationships with leading technology providers. We've delivered proven solutions to global organisations ranging from financial institutions and government agencies to leading retailers.

Whatever your requirement, we can support you from initial analysis through to successful implementation and ongoing support and service.

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.

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.

### What could Auto Contact do for you?

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#### Offices worldwide.

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