

BT and Avaya

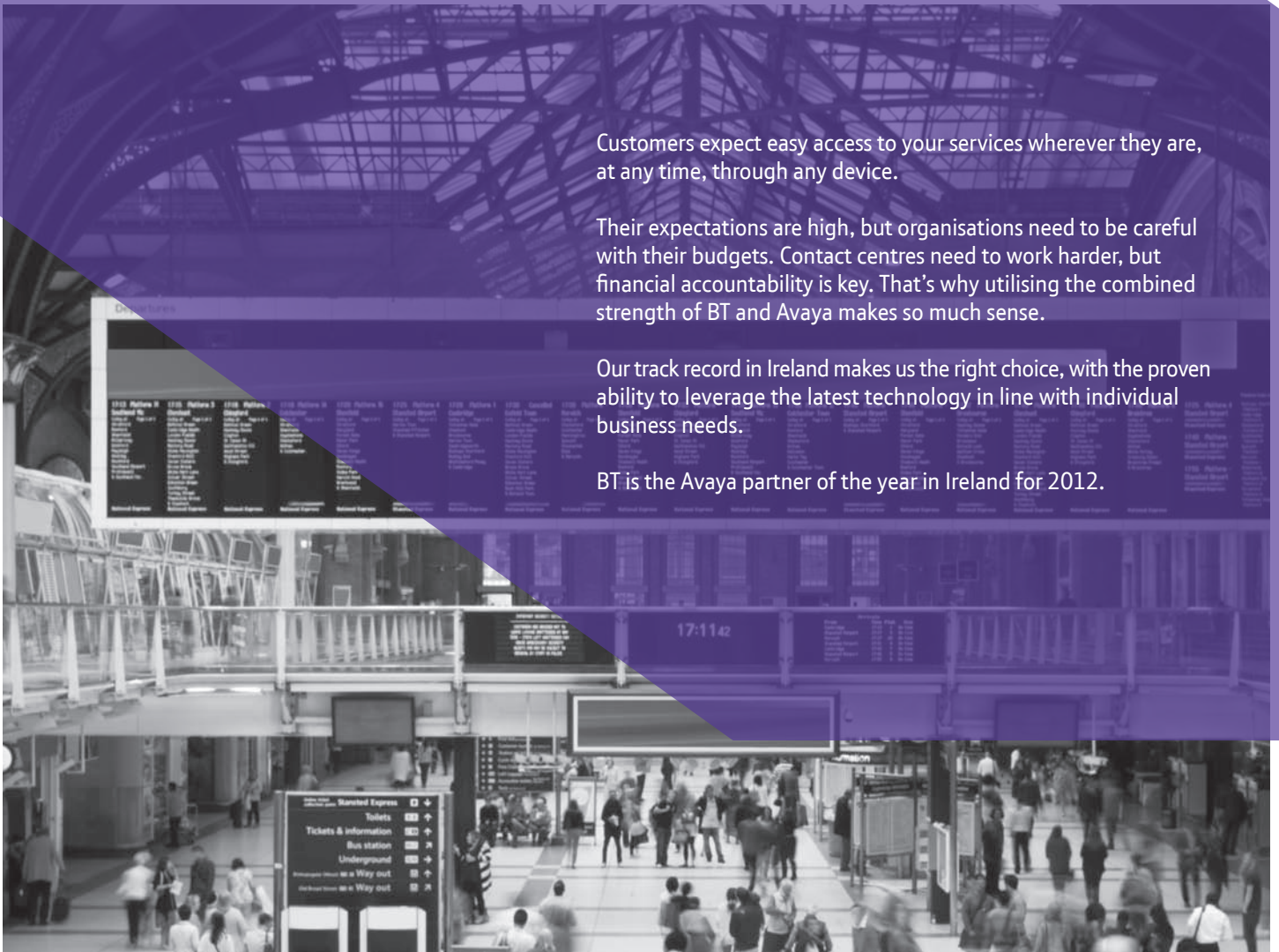
Exceeding customer expectations in Ireland

Customers expect easy access to your services wherever they are, at any time, through any device.

Their expectations are high, but organisations need to be careful with their budgets. Contact centres need to work harder, but financial accountability is key. That's why utilising the combined strength of BT and Avaya makes so much sense.


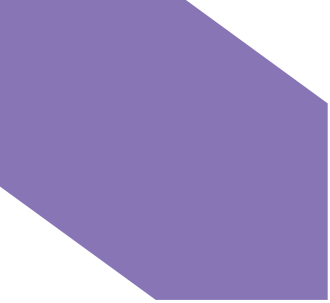
Our track record in Ireland makes us the right choice, with the proven ability to leverage the latest technology in line with individual business needs.

BT is the Avaya partner of the year in Ireland for 2012.



Benefit from our combined strength

- **Established** BT and Avaya have been in partnership since 1990
- **Capable** BT has Avaya Platinum Partner status worldwide and is the only Platinum Partner outside the USA
- **Global** We operate in over 170 countries. BT is a primary Avaya partner across Ireland, the UK and EMEA
- **Proven** Bank of Ireland, Genworth, Glanbia and many more. We have provided some of Irelands leading Enterprise businesses with CRM solutions that enable them to serve their customers better



Complete capability, available anywhere.

BT has been awarded Avaya Platinum Partner status worldwide and is the only non-US based company to achieve this. This means BT can offer its global customers solutions built on any element of the Avaya portfolio. And with that comes support from accredited engineers.

Avaya solutions, BT service - a winning combination for Irish business

BT and Avaya is a team with world-class individual strengths. We know what we're talking about when it comes to voice, data networking, contact centre solutions, unified communications and collaboration.

Avaya's solutions and BT's service consistently achieve the number one position for addressing quality customer service needs:

- We've delivered innovative solutions to over 3,000 customers worldwide, as well as some of Ireland's leading brands
- BT has installed over 100,000 Avaya systems in the last two decades, including 1,000+ contact centres
- BT's Inbound Contact global network is the largest and fastest growing voice network in the world. With extensive coverage and intelligent routing, the network originates in 37 countries and can be routed across 170+ countries worldwide.

So wherever you need us, we're already there. Ask our clients – Bank of Ireland and Genworth chose us. And they chose us for a reason – quality and excellence.

Take advantage of our knowledge, expertise and investment. You'll benefit from a fully managed service, too, so you can concentrate on what you do best. Free from capital budgets and technology constraints, you can get on with the important aspects – delivering exceptional service.

How does the BT-Avaya partnership make a difference?

Between us we've invested a lot of time and expertise in new technologies. And we'll keep on developing and delivering cutting-edge services to match the needs of your customers and your business.

Upgrading to Avaya's latest solutions means you'll be able to deliver a customer service strategy that lets your customers do business on their terms.

Meet the challenges of modern customer care

Times have changed. Today's consumer is different, media-savvy, expecting fast resolution through new forms of communication and interaction. Think email, texting, Twitter, web chat and more.

They operate in both the real and virtual world, are well informed and, as a consequence, can be extremely demanding.

BT and Avaya can provide businesses in Ireland with cutting edge contact centre solutions to meet the challenge.

From call centre to contact centre

The contact centre 'mission' used to be to process lots of calls, fast. But it's no longer that simple.

BT and Avaya can help you use all the communication channels your customers expect, in the most integrated and efficient way.

We take an end-to-end customer experience management approach, leveraging the resources you already have whilst bringing in new, enabling technologies to achieve best possible practice.

With Avaya Aura® Contact Centre's multimedia capability you're always 'open for business'.

Harness the power of social media

Social media presents a highly effective way to attract and retain customers, but only if you have the right approach in place.

BT can work with you to understand your needs and build a social media strategy, so that you can use the channel in the most effective way.

This is supported by Avaya Social Media Manager. This intelligent solution monitors what your customers and would-be customers are saying and only highlights the most important messages, prioritising your agents' work.



Virtualise your contact centre – ‘anyone, anywhere, anytime’

A virtual contact centre can be good for productivity, competitiveness and the environment.

BT and Avaya solutions seamlessly connect customers to the right agents, wherever they are.

With Home Agent technology, this could be at home, in remote offices, or anywhere with an internet connection.

When connected, they still appear on reporting software, wallboards, workforce management software and other performance solutions.

This approach gives you great flexibility to recruit and deploy agents as needed, without paying for office space. Plus it can cut five to fifteen percent off employment costs.

Self service – more popular than ever

Self service, one of the most cost effective customer channels to operate, is becoming more and more popular with customers.

BT and Avaya commissioned a survey* where 58% of respondents agreed with the statement, ‘sometimes I just prefer not to speak to anyone and get things sorted using internet self-service’. Also, 77% said voice self service can be ‘a quick and efficient way to access organisations’.

BT and Avaya Self Service solutions are based on the latest technologies, such as VoiceXML and web services, making them easy to deploy and use.

They deliver fast ROI, freeing agents from routine transactions like product support questions, password resets and account balance enquires.



Upgrade at your own pace

Together, we have the expertise and technology to help you upgrade at your own pace.

We can help you develop strategies and roadmaps, with additional help from BT Consulting, if required.

Also, Avaya solutions have the flexibility to work with existing equipment, so you can protect your existing infrastructure investment as you go.

BT and Avaya offer the complete solution.

Increase efficiency and effectiveness in your organisation with unified communications

Unified communications give employees the flexibility to work from anywhere, with tools that enable greater productivity.

There are also instant cost savings to be had, compared to traditional telephony solutions.

BT and Avaya can help you take full advantage of these benefits using solutions based on open standards, so they integrate well with the business applications you use today, as well as whatever you might use in the future.

“A key success factor was how the BT and Avaya team collaborated with us to ensure our strategy to improve customer contact was fully understood”

Larry Kiernan
CTO, Bank of Ireland

Today's collaboration solutions need to embrace all media formats, from phone and email to messaging and video. They also need to work as well on mobile devices as they do on desktops.

BT and Avaya can provide you with proven, award-winning solutions in this area.

Collaboration – for enterprises

BT and Avaya offer large enterprises many options for collaboration, including the Avaya Flare® Experience.

This delivers integrated video conferencing, voice, email and IM communications across various platforms, such as desktop and iPad, allowing you to:

- Convene a team fast using voice, video, IM, or social media without regard to network type
- Leverage a history of email, IM and voice messages with a specific contact
- Quickly find experts by looking at presence information
- Manage multiple conferences simultaneously.



Why we're the right partner for you

BT's approach to providing excellence in our customer management solutions lies in our partnerships. Our relationship with Avaya is longstanding, spanning over 20 years and thousands of successful joint projects.

We understand one size doesn't fit all – no two organisations in Ireland are the same and no one solution works for everyone. That's why the depth of our partnership is vital, with access to all of Avaya solutions to give you real choice.

The vital point at which we bring everything together – our portfolio, our partnership with Avaya and our expertise – with your organisation is through our Professional Services teams. With over 20 years in consultancy and a global team of professional service experts and consultants, we can bridge the gap between your strategic needs and your existing operations.

The BT Centre of Excellence

BT's Centre of Excellence, which covers all of Ireland and the UK, has more than 200 Avaya accredited technical experts delivering 2nd and 3rd line remote support to BT's customer base. With 24 / 7 / 365 expert support no matter where your business is located, this Avaya accredited support team provides full Avaya Red and Avaya Blue (Nortel) support, working to best in class Six Sigma and Right First Times principles. With thousands of calls handled weekly, more than 80% are resolved Right First Time, and within no more than a 5 hour window. This performance is enabled by our highly skilled technical staff with significant investment in continuous improvement. Run on Information Technology Infrastructure Library practices (ITIL) and lean methodologies, BT's Centre of Excellence offers a remote SMAC completion capability for many of the standard in life changes that take place within an Avaya environment.

We take the risk away

With BT as your single point of contact, you don't need to worry about multiple vendors, integrating technology or finding the right suppliers – we do it all for you.

BT invests heavily in training. Over the last two years, more than 900 accreditations have been awarded to our workforce around the world, qualifying them to sell, design, implement and maintain cutting edge solutions with confidence.

We also rigorously test the services, and only launch them when we're confident we can deliver the quality of service you demand. Our testing process supplements the documentation Avaya provides, making sure our engineers are the best equipped to support you in the field.

Unique depth of support

We believe the depth of support that BT offers is unique in the market. If a customer experiences a problem, test environments can be used to recreate and resolve the issue as quickly as possible.

We also live by our own solutions, as we run contact centres in Ireland and across the globe and handle millions of different types of contact every year.

As a supplier, we have over 25 years of experience with hundreds of customer endorsements.

Choose BT and you'll be supported by a professional services team with a strong understanding of your business and the capability to deliver the best solution for your requirements.

What the analysts say

BT

“BT has developed and implemented new customer care systems that set unprecedented standards for customer interaction, timely response and/or attention to customer needs.”

Frost & Sullivan

Avaya

“Avaya Aura® Contact Centre raises the bar in the integration of multiple channels, offering one of the most effective agent interfaces we have seen in recent years for cleanly blending a mix of voice and text-based contacts.”

Mier Consulting

About BT

BT delivers a combination of communications and IT services to over 10,000 organisations and governments worldwide.

Our customers include over 25% of the Fortune 500, and we employ more than 100,000 people around the world – covering over 170 countries with 60 data centres worldwide.

We have deployed 4,000 contact centres globally to over 1,000 customers, including the world’s largest hosted contact centre with over 32,000 seats.

We provide solutions to over 75% of the world’s largest banks, 11 out of 20 of the largest airlines, and 8 out of 10 of the world’s largest utility companies.

About Avaya

Avaya is a global leader in enterprise communications technology, with over 5,700 patents or patents pending and over 100 million users.

We provide unified communications, contact centres, and related services to leading businesses and organisations around the world.

In fact, over 85% of Fortune 500 companies trust Avaya solutions every day, together with the world’s top 20 airlines and top ten hotel groups.



Awards / Industry recognition

BT

- Waters Rankings 2012: Best Data Centre Provider and Best Network Provider
- Winner of 2011 World Communications Awards: 'Best Global Wholesale Offering' and 'Project of the Year'
- Frost and Sullivan's 2011 Award for European Hosted Contact Centre Provider of the Year
- Leader's Quadrant for three Network Service Provider Magic Quadrants 2012: Global Network Service Providers; Pan-European Network Service Providers; and Asia Pacific Network Service Providers
- Leader's Quadrant in Gartner's Magic Quadrant for Communications Outsourcing and Professional Services, December 2011
- Voted Best Global Operator at the 13th Annual World Communication Awards 2011 for the second year running

Avaya

- Leader's Quadrant in Gartner Magic Quadrant for Corporate Telephony, 2012
- Leader's Quadrant in Gartner Magic Quadrant for Unified Communications, 2012
- Leader's Quadrant in Gartner Magic Quadrant for Contact Centre Infrastructure, Worldwide, 2012
- UC SMB MarketScope for North America and Western Europe – rated 'Positive'
- Leader in IDC's 2012 MarketScope for WW mobile UC
- Gartner IVR MarketScope ranked Avaya as 'Positive'
- Frost & Sullivan 2012 Global Videoconferencing and Telepresence Endpoints New Product Innovation Award
- Frost & Sullivan 2011 Market Share Leadership Award in Enterprise Premises-based FMC Solutions
- Frost & Sullivan 2011 European Enterprise Communications Product of the Year



For more information, contact your BT account manager, visit us at btireland.com/avaya or email business@btireland.com



Offices worldwide

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