



BT Inbound Contact global

Drive efficiencies and increase customer satisfaction



The pressure's on. You need to make your contact centre more efficient and cut costs – as well as offering the best service to an increasingly sophisticated and demanding customer.

We know how important it is to get every call from your customers right, both for them and for your business – particularly when the phone is still the first channel of choice for contacting organisations – 77 per cent prefer to get in touch with an organisation by phone¹.

With our Inbound Contact global you can handle customer interactions intelligently, increase loyalty and make the most of your resources. That's got to be good for business.

Inbound Contact global harnesses the reach, intelligence and reliability of our global voice network; you can route your callers all over the world to the most suitable agent or automated solution that's right for the enquiry. That means better inbound call management and happier customers, looked after more efficiently no matter where their calls originate from, or where they are answered.

63 per cent of customers recommend an organisation based on its phone service² – consistent service is key

Be global, act local

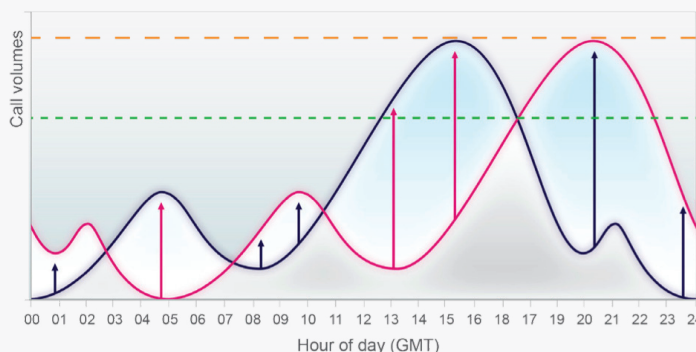
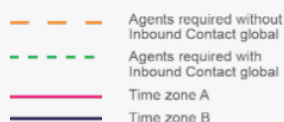
Inbound Contact global provides extensive coverage, flexible access options, and intelligent routing so you can route calls across 170+ countries worldwide and start to manage your global inbound operations as one virtual enterprise rather than as separate entities.

That means you can be global but act local, establishing a local presence in lots of countries whilst taking advantage of the efficiencies a global platform can deliver. You can also connect callers and agents more efficiently across multiple centres and minimise investment in call routing technology.

Improve customer service and reduce costs with Inbound Contact global

Increased call traffic during busy times or unexpected surges in calls can make service standards patchy. With Inbound Contact global you can spread peak call handling across different time zones.

So, agents experiencing a quiet period in one time zone can be deployed to manage busy periods in another time zone. No matter how many calls you receive, you can give your customers a consistently good experience – and make the best use of your people. You could even significantly reduce your required number of agents.



¹ The Autonomous Customer Whitepaper 2013 ² Autonomous Customer APAC 2012

The benefits of Inbound Contact global

Be there when your customers need you

You need to make sure that when a customer calls, they get a response first time, every time. If you fail, your customer might soon become somebody else's.

Inbound Contact global can help. It allows you to:

- Make it easy for customers to get in touch regardless of their geographical location with easy to remember phone numbers that stay with you for as long as you want them
- Make sure that no call goes unanswered by bringing together your disparate contact centre sites from across the globe into one single, virtual operation
- Offer customers an alternative to calling you, by giving them the option to self-serve and get an immediate response to their simple enquiries.

The result? A seamless service for your customers – no matter where they are.

Make every call count

Customers have the monopoly when it comes to choice. So the service you provide could be the reason for them to choose not to do business with you. Add to this the fact that ensuring their query can be resolved on first contact will also drive efficiencies. Customers state that 79 per cent of agents in call centres have struggled to answer [my] queries⁴ – meaning they either end the call without the answers they need or they are passed to another agent, creating frustrated callers and inefficient contact centres.

Inbound Contact global can help you and the customer get the most out of each call:

- Get your customer's call through to the right place regardless of where the call originated using advanced call identification and routing features
- Make sure the cost of your customer's call suits them and you by shaping your calling strategy. Choose from a range of access numbers, tariffs and routing plans and ensure all your customers experience seamless service independent of their geographical location
- Ensure each call gets answered as soon as possible and control the unexpected with integrated data mining and analysis tools.

72%

72 per cent of all customers believe it takes too long to reach a live advisor³

Reduce your customer defection rate by five per cent and increase profits by up to 80 per cent⁵

80%



“We were not looking to cut back on our phone service because it is critical to our business. However, it was evident that the move to a single global supplier might be more efficient for us.”

Sergio Pioli,
IT Director,
Assist-Card International



“We weren't just looking for a service, but also for a level of quality that we could trust.”

Rodrigo Ribeiro,
IT-Telecommunications Manager for
Latin America and the Caribbean
Lufthansa



“We needed an associate who could offer a consistent class-leading network service, independent of location, virtually anywhere in the world. BT Global Services was the clear choice.”

Arjan van der Meer,
IT Operations Director,
Agoda

Improve efficiency whilst reducing costs

It's a delicate balance, weighing up the expense of providing an outstanding customer experience against the cost of delivering that experience.

You need an inbound solution that maximises your chances of satisfying your customers on first contact but which can also help you save you time, money and resources.

Inbound Contact global can help you find that balance:

- With physical nodes in over 40 countries, originations from more than 170 countries and terminations to anywhere in the world your contact centres can be managed as a single entity.

- Advanced call routing features, network visibility and control mean you won't need as many agents spread over multiple sites. Plus, you'll be able to give your agents caller information in advance, so they can deal with enquiries more effectively.
- You can even generate new revenue streams from popular services. That's because, with some of our numbers, a percentage of the call charge is passed to you

78%

78 per cent of customers buy more from companies which make it easier for them to do business with⁶

Inbound Contact global at a glance

Inbound Contact offer a wide range of value-added capabilities and tools. That means you can give your customers a first class service.

<p>Multiple access and service number options</p>	<p>Inbound Contact global gives you a variety of access methods with flexible calling options. As a result, you have the freedom to decide how much callers pay to connect to your call centres. There's a range of number options and tariffs, including:</p> <ul style="list-style-type: none"> • Domestic and International Freephone • Universal International Freephone • PSTN/caller pays • Shared cost.
<p>Advanced intelligent screening and routing</p>	<p>Use screening features to block/allow calls from specific numbers/regions or caller entered Authorisation Codes.</p> <p>With our flexible routing options you can customise how calls are routed across your contact centre – whether you have one site or many. Options include:</p> <ul style="list-style-type: none"> • Load balancing • Time of day, holiday and disaster recovery plans • Call routing to suit your business needs • CLI based routing • Network queueing • Percentage
<p>Traffic management and reporting</p>	<p>Our web-based management tool gives you immediate control over your contact centre applications. Comprehensive, web-based reporting provides valuable information to monitor traffic and agent performance</p>
<p>World-class support services</p>	<p>Our Customer Service and Network Management Centres operate 24/7 around the world. So you'll always get expert back up and technical support</p>
<p>Self-service and Hosted IVR</p>	<p>Our Auto Contact platforms are equipped with Advanced Speech Recognition and Touch Tone capabilities. These platforms support a range of custom applications including:</p> <ul style="list-style-type: none"> • Journey planner • Store locator • Order tracking • Product registration and card payments.

⁶ The Autonomous Customer Whitepaper 2013

We don't stop at inbound... we also offer integrated self service

Rather than tying up valuable agent resource managing high volume, low value enquires, like account balance checks, why not give customers the ability to help themselves by introducing self-service technology? We provide a single point of contact for both inbound and self-service, so you not only reduce the volume of traffic into your contact centre, freeing advisors to focus on high value customers, but also reduce costs by up to 90 per cent when compared to the cost of putting a call through to a live advisor⁷.

And with Hosted IVR, you're not spending money on costly capital investment or maintenance charges. Nor does it mean giving up control. In fact, with VXML based applications we can link to your own application servers so you don't have to re-incur application development expenses.

77% 77 per cent of customers rate the phone as the top channel for contact⁸

We know what we're talking about

- We manage over **5 billion** minutes per year on our global platform, serving call centres in more than **70 countries**, providing access to over **170 around the world**
- We've delivered global inbound voice solutions to the most demanding multinationals with almost **5,000** customers connected
- We've established more than **4,000** contact centres for over **1,000 customers** globally
- Our network can handle over **1,000** calls a second and is available **99.998 per cent** of the time.

BT – the right partner

We have broad, in depth expertise and proven track record. For more than 25 years, leading consumer brands, blue chip companies and public authorities around the world have trusted us to deliver great services to their customers.

With over five billion minutes on the global platform, physical nodes in over 40 countries, calls from more than 170 countries and terminations to anywhere in the world, Inbound Contact global delivers:

- **A total managed voice solution:** for contact centres with flexible access options, intelligent routing, embedded applications and reporting tools
- **Resilient networks:** run on a flexible and highly resilient, comprehensive managed network. You'll get high availability and performance with an impressive 99.998 uptime
- **Increased convenience through a single supplier:** we manage all aspects of your global voice network, providing a single vendor solution with a single point of contact, consolidated invoicing and volume discounting.



Offices worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to the respective British Telecommunications plc standard conditions of contract. Nothing in this publication forms any part of any contract.

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