



BT Auto Contact

Increase customer satisfaction and reduce costs



Auto Contact, our range of self-service solutions, can help free up agents to handle more complex and revenue-generating calls – and at the same time improve the overall customer experience whilst reducing costs.

Cut costs by up to 90 per cent

Faced with the current economic climate and ever more demanding customers, improving your organisation's cost-efficiency and flexibility is vital. Auto Contact can cut transaction costs by up to 90 per cent over live advisor support, while reducing voice traffic¹. That's an average cost of just 32 pence per transaction as opposed to £4 when using an advisor¹.

Automating transactions, such as ticket booking, balance transfers or bill payments also enables you to 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 expenditure to operational expenditure – eliminating up-front costs.

Customers prefer self service

With research indicating that 42 per cent of customers prefer automated phone services for speed². It's a win-win strategy, because by deflecting routine enquiries away from advisors to automated services, you can respond faster and more efficiently, keeping your costs down and your customers happy.

Do more with less

Auto Contact can also have a significant impact on productivity. Automation not only helps you improve your service during peaks in demand, it frees up your most valuable resource – your agents – to concentrate on more complex and high-value interactions, enabling you to do more with less.

The best of both worlds – cloud, on-site or combination self-service solutions

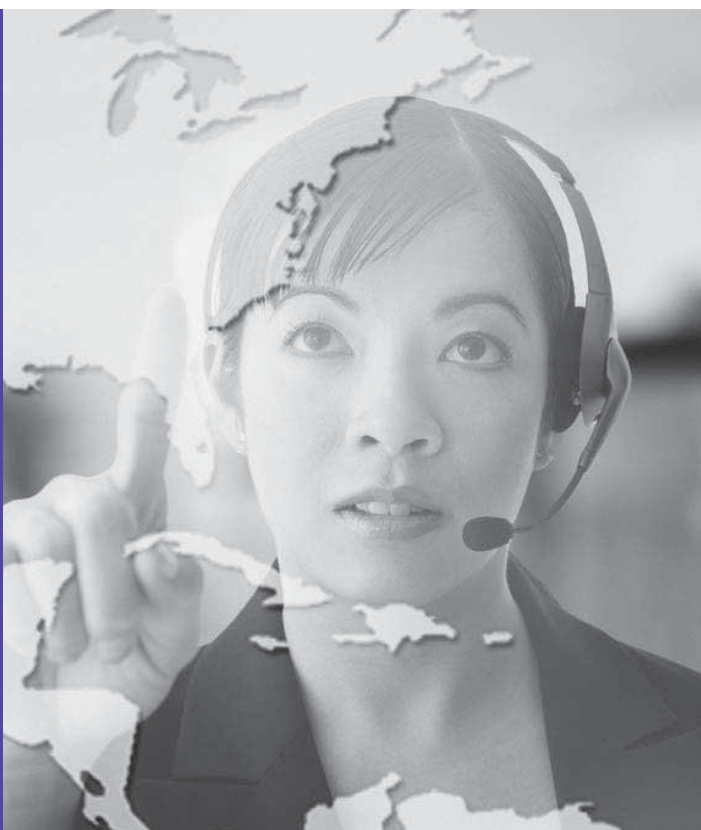
In the past, contact centre managers had a tough choice – either build and maintain everything in-house, or outsource the entire operation, including agents, to a third party.

You don't have to do that anymore...

At BT we offer on-site and cloud solutions or a combination of the two, and this applies as much to our Auto Contact packages as it does to our enterprise-wide contact centre solutions.

This means you can experience the best of both worlds: outsource the technology, keep your agents in-house and still have control of applications. In fact, you can even design your own VXML applications and we'll host them.

So you can have all the advantages of our Auto Contact solutions with all the additional benefits that cloud-based services bring.



Why BT Auto Contact?

Pay as you go and grow

With Auto Contact you'll have the added benefit of our range of flexible pricing options – per port, per minute or hybrid. So, whatever the size/type of your operation, you'll only ever pay for what you need.

Be smart

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. Our platform is based on open standards supporting various deployment models. If you've already made a significant investment in your current applications, you won't need to do it again. Plus, you won't need to pay for ongoing platform maintenance and upgrades.

Be in control

You can access reports to monitor your application usage at all times. Hosted platforms can link securely with enterprise CRM applications. You decide what information is made available without having to expose sensitive data to an open environment. Or you can let us link to your application server, while you keep full control of your self-service applications.

Be fast

With hosted cloud technology we can have you up and running in weeks – not months. What's more, you can scale

up from 25 to 1,000s of ports and back down again, on demand, giving you real business planning flexibility.

Be cost efficient

Self-service enables you to offer the same high quality service to your customers at a reduced cost, freeing up agents to focus on complex, revenue-driving calls. There's no expensive up-front investment and you'll reduce overheads – our hosted service means you need less staff in-house. You can also benefit from low maintenance and upgrade costs.

Be resilient

We give you an added level of redundancy for cloud self-service applications. Resilience is even better using the intelligent routing features of our Inbound Contact global service. We get rid of single points of failure so you get the best service – without significant capital spend. Furthermore, we subscribe to high security standards to keep your customer data safe.

Be global

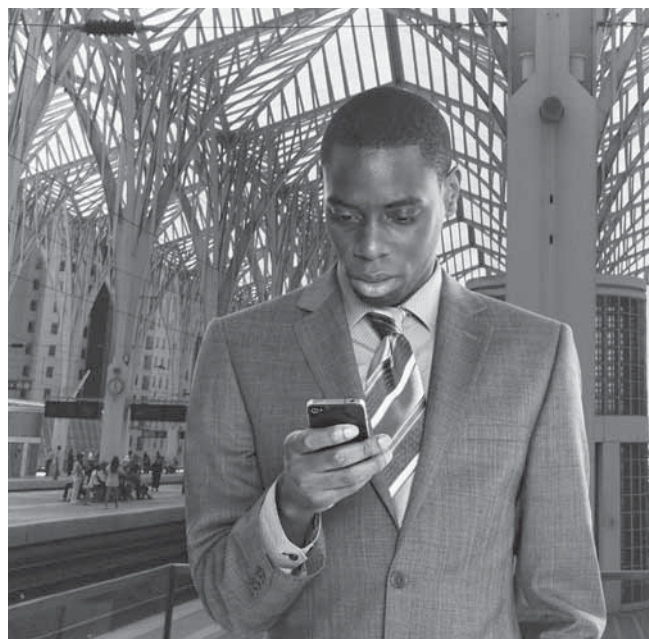
Our new service creation environment enables you to deploy and manage a single application globally, reducing initial development time and ensuring you provide the same high quality of service to all of your customers. However we understand that a global organisation needs to be adaptable, so this single application can be tailored to different markets meaning you can serve customers in their local language.

Cloud features and functions – the technical bit...

We've developed cutting edge voice portals offering a migration path for all new and existing network IVR customers. Here's a quick rundown of the features you and your customers can enjoy with our cloud service:

- **Enhanced resilience** with no single points of failure
- **Advanced speech capabilities** – speech recognition, text to text speech, multiple languages
- **Host connect** – link with your CRM applications, and business applications
- **Customer application portal** – comprehensive reporting, prompt management
- **Open standards** – BT build or bring your own app.

And don't forget, you'll have a fully managed solution for your worldwide customer base.



Service	BT Contact solution
Voice XML	Open standards based applications. Customers can bring their own existing applications without having to re-incur development costs
Speech recognition	For quick, spoken command navigation
Text-to-speech	Play back up-to-date, relevant information and content to callers
DTMF	Collect customer information or navigate menus via keypad entries (Dual Tone Multi Frequency)
Multi-lingual	Customers can have multi-lingual menus in support of their customers. We also provide ASR and TTS in multiple languages
Host connect	Get current information from CRM-databases, maintain sensitive data behind customer firewall
Call transfer	Transfer calls from agent to agent using BT Network IVR
Customer management portal	Obtain reports and manage your prompts with our on-line tool through a single login.

BT – the right partner for you

Our Auto Contact portfolio is based on in-house development and long-term strategic relationships with leading technology providers. And we've already delivered proven solutions to a range of global organisations including financial institutions, government agencies and leading retailers.

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

Did you know?

- We delivered TD Waterhouse Stock quote within one month of the first customer meeting. They experienced ROI within three months
- West Yorkshire Magistrates' Courts Services solution increased customer privacy and reduced cost per fine collection from 20 pence per pound to 1 pence per pound.



A portfolio that meets all your needs

It's because we recognise that one size does not fit all, and that organisations start their transformation journey from different points, that our solutions can be on-premise in the cloud, voice only or multimedia – enabling your customers to self-serve by integrating the power of email, chat and web. Whatever your requirement we're confident we'll have a solution to match your needs.

We have a range of off-the-shelf applications, pre-packaged and easily configured. You could be enjoying the benefits of a 'store locator' or 'order tracking' facility in no time at all. We also have the expertise and experience to deliver bespoke self-service applications based on advanced speech recognition or complex customer issues.



"BT and Eckoh have delivered an innovative solution that's enabled our contact centre to improve efficiency while providing customers with improved service levels."

Judith Lillie, Customer Accounts Manager
Northumbrian Water

"We are continually striving to improve the experience our customers have with HTC at every



touch point, whether with our products or with the customer care they receive. With extensive experience in offering multinational companies IT applications and services, BT has illustrated that they are in the position to help us do this throughout the world."

Simon Harper, Vice President, Global Customer Experience,
HTC

Find out more about BT Auto Contact

Contact your BT Account Manager to learn more about BT Auto Contact and how you can improve your organisations ICT requirements, or call us in Dublin on Freephone 1800 924 924.



Offices worldwide

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