

# BT Optimise Contact

Insight to improve  
customer experience  
and reduce costs



BT Optimise Contact can give you the insight to deliver sharper contact centre efficiency, reduced costs and a more satisfying customer experience.

## Better first-contact resolution for a more efficient contact centre

Through smart technology, your customers have adopted increasingly sophisticated ways to contact you. And they have increased expectations when they do. More than ever, people expect an instant, satisfactory resolution, first time, every time – even when it's a complex request.

Today, you don't merely have to be highly efficient and expertly responsive; you have to be seen to be so by your customer. Through advanced analysis, measurement and optimisation of its operational performance and staff, your contact centre can have a real impact on your organisation's efficiency and external brand.

## Optimise every customer interaction

BT Optimise Contact allows you to monitor, explore and hone the performance of your contact centre staff, the efficiency of your operations, and the quality of customer interaction.

You can gain insight into the root causes of any inefficiencies. You can make cost savings by deploying the right staffing levels to meet changing demands. You can direct more contacts to 'networked experts' whose knowledge enhances the customer interaction, opening up opportunities to add value to customer relations and even sell more.

With Optimise Contact, your contact centre staff and managers become better-equipped and informed so they can operate with more decision and confidence. This means your customers will enjoy faster resolution, and a more rewarding interaction experience.

## Globally recognised technology enabling outstanding customer interactions

### BT Optimise Contact can meet your need for:

- **Contact recording:** Capture, index, and retrieve audio and screen interactions between customers and agents. Better monitor customer care standards and deal more easily with regulatory requirements and dispute management
- **Quality management (QM):** Monitor and appraise customer interactions, and see where efficiencies and improvements can be made for a faster, more direct resolution
- **Performance management:** View role-appropriate scorecards containing the key performance indicators (KPIs) relevant to your business to ensure your contact centre and staff are performing against their goals
- **eLearning:** Automate and simplify training by making lessons available on the desktop and deliver them at the most opportune time. Ensure you consistently build employee skills and awareness of new regulations, processes, products and programmes
- **Work force management:** Get visibility into staffing, processes and workload across the contact centre. Reduce costs and enhance performance by staffing appropriately to meet current and projected workload
- **Interaction Analytics:** Gain insight into customer behaviour, market opportunities, process issues and rising trends through speech and text analytics
- **Real time interaction analytics:** Identify issues in 'real time' within a call and recommend the next best action for the agent
- **Digital signage:** Intelligent visual communications solutions display real-time data and up-to-the-minute content. Enjoy 24/7 visibility of call volumes and agent performance levels. Improve employee efficiencies and enhance service levels
- **Queuing solutions:** Answer more calls with the same number of agents and reduce customer waiting through call back option. Smooth peaks and troughs, and balance contact centre workload for maximum efficiency.



### Optimised Contact for local government

Transform Sandwell is a partnership programme between BT and Sandwell Metropolitan Borough Council in the West Midlands. The project aims to deliver quality services to more than 280,000 residents, together with cost efficiencies and benefits to both the council and the people it serves. BT's partner Verint Systems implemented its Impact 360 Workforce Optimization suite to support over 170 agent seats across three contact centres. The new suite helps manage agent schedules and skill sets to ensure the right number of advisors to fulfil demand. It monitors and captures interactions. It analyses data from recorded calls to understand trends and identify improvements. It also captures desktop application use and navigation to help ensure workflow efficiency.

*"The solution will provide Sandwell MBC with a truly optimised and cost efficient operation to benefit both the general public we serve and our staff."*

David Jux, Corporate Contact Centre Manager,  
Sandwell Metropolitan Borough Council



Coca-Cola wanted to add an understanding of the quality and value of contact centre interaction to its existing knowledge of call volumes and durations. The company chose BT to provide a call recording platform to assess customer contact quality, helping aid staff development and identify best practice. After assessing Coca-Cola's need, we supplied the NICE Perform technology platform to effectively monitor interactions, and help develop and manage agents' performance. Through highlighting examples of customer service excellence, and sharing and rewarding best practice across the business, sales have grown by four per cent, together with significant improvement in customer and employee satisfaction.

*"BT took the time to understand the issues facing our organisation and used its experience and knowledge to successfully deliver a solution which really is helping us to transform and grow our business."*

Andrew Mends, Head of UK Call Centres,  
Coca-Cola Enterprises Limited

## Costs and time saved; customer experience optimised

Optimise Contact sharpens your operational performance and helps you deliver what customers want – excellent service, first time:

**Gain invaluable insight:** Identify inefficiencies, understand root causes and take action to address

- Understand why inefficiencies occur and discover the reasons why customers call
- Develop your offer/products in response and present solid, measurable reasons for implementing strategy change.

**Optimise your workforce:** Ensure you have the right people with the right skill set at the right time to help customers

- Instantly assess the quality of agent/customer interaction, and pinpoint areas of performance which require development
- Plan optimum staffing levels and streamline call flow
- Empower staff to respond with confidence and answer the questions customers ask.

**Improve the customer experience:** Reduce handling times and link customers with better-informed employees who can answer their enquiries first time

- Reduced queuing and personalised call back options remove the frustration of waiting
- Better-equipped and informed agents resolve issues more quickly and deliver sharper service
- Respond to fluctuating traffic. Manage peaks and troughs in demand without loss of customer service or increased agent headcount.

**Reduce costs**

- Spend less time on dispute management with recorded calls
- Identify and correct inefficiencies through call analytics
- Get more value from better-trained, better-informed staff.

## The cloud. The contact centre. The cost efficiency

BT Optimise Contact is available to you onsite but we've also put some Optimise Contact technology into the cloud. You can enjoy all the benefits of a leading WFO solution flexibly, on demand, on a per user per month basis.

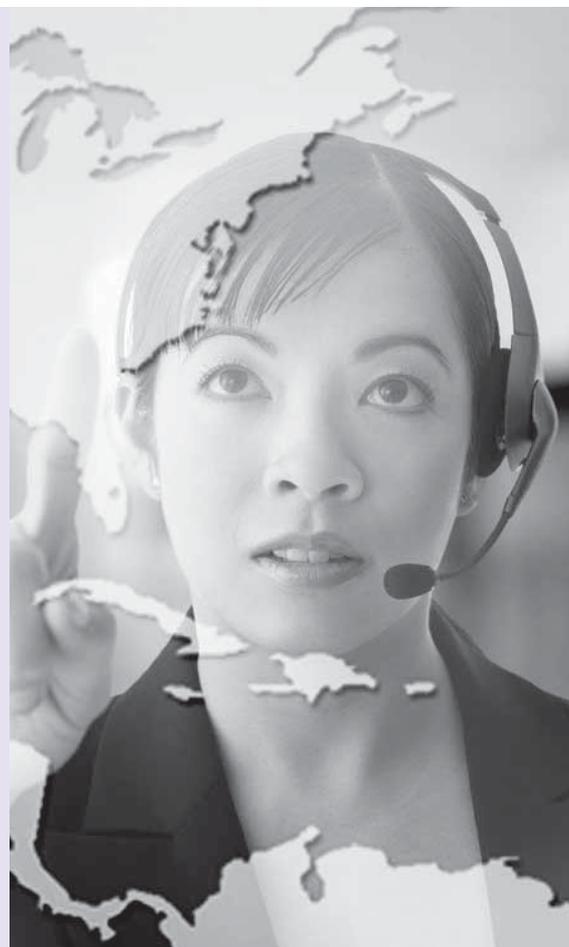
By operating 'virtually' through the cloud, there's no need for upfront investment in the latest physical infrastructure. You just pay as you go. This means flexibility, scalability, a clear technology roadmap with the latest updates and more cost efficiency.

You can evaluate the worth of new applications without high set-up costs, and without prior commitment. You can refresh your legacy systems by implementing a blend of applications that best suits your needs, and only pay for what you use. You can scale your capability up or down in response to fluctuating market conditions. Through the power of the cloud, and BT's pool of world-leading expertise, you can achieve a competitive advantage AND real cost-efficiency.

**Technology available in the cloud:**

- Contact recording
- Workforce management
- Quality monitoring
- Speech and text analytics
- Post call survey

Prices start from £30 per user per month plus a one off set up fee.



## Why BT?

### Working with a trusted partner

BT is a trusted supplier in Ireland and is headquartered in both Dublin and Belfast employing close to 3000 people.

With a proven track record in delivering network infrastructure, we invest significantly in our network across Ireland and throughout the world. We do this to provide high quality services whilst bringing the benefits of product innovation to our customers.

In Ireland, the scale and breadth of our local and global networks and services are unrivalled.

### Contact centres successfully deployed

To date, we have deployed around 4,000 contact centres globally to over 1,000 customers, including the world's largest hosted contact centre with over 32,000 seats.

### A unique network of expertise

Working closely with world-class partners we can provide complete end-to-end contact centre infrastructure and peripherals, including network services integration, LAN, WAN and security.

### Smart solutions to complex situations

We provide solutions to over 75 per cent 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.

### Not just the best solution, the right solution

We are vendor agnostic. We are not dependent on any one supplier. We discover, develop and deliver the right solution for you.

Our Partners	
<p><b>NICE</b> NICE serves over 25,000 organisations in the enterprise and security sectors, in more than 150 countries, and including over 80 of the Fortune 100.</p>	<p>Onsite</p>   
<p><b>Symon Dacon</b> Symon Dacon customers include nearly 80 of the Fortune 100 and 70 per cent of the Fortune 500 implementing over 20,000 installations to 8,000 customers globally.</p>	
<p><b>Verint</b> Verint is a "Leader" in Gartner's "Magic Quadrant for Contact Center Workforce Optimization" 2012. Together we deliver solutions to leading brands worldwide with over 100 joint customers across several hundred sites, resourced by over 100,000 licensed agent positions.</p>	
	<p>Hosted</p> 

## Find out more about BT Optimise Contact

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



### 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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