



Bringing it all together

BT Hosted Contact Centre with Genesys

Simple, flexible, cost-effective customer service

Implementing a state-of-the-art, multi-channel contact centre has never been so easy. You can take advantage of market-leading Genesys contact centre software over BT's global IP network. You get full control over the flow of inbound and outbound customer interactions through a powerful visual interface. It's hosted and delivered as a service by BT – and with on-demand pricing, you only pay for what you need.

The whole enterprise can be your contact centre

Flexible customer interaction

With BT Hosted Contact Centre with Genesys you can design interaction strategies, and increase and decrease the number of agents and ports you need, to meet your changing business requirements.

State-of-the-art, multi-channel service

The service supports inbound and outbound voice, email, Interactive Voice Response, Instant Messaging, text messaging, co-browsing and scanned letters and faxes – which can all be routed to the best agent for each customer's enquiry.

Efficient use of enterprise resources

Make better use of multi-skilled agents anywhere in the enterprise. If inbound call volume is low, push scanned faxes and letters to front office agents, or use back office agents and home workers to deal with high call volumes. The whole enterprise can be your contact centre.

Focus on your core business

Let BT manage the technology, so you can focus on serving customers and optimising your contact strategy. We regularly update the software driving your service, so you're always using the latest capabilities, at no additional cost.

Low total cost of ownership

With low initial set-up costs and simple pay-per-use pricing, you can benefit from significantly lower cost of ownership compared to premises-based solutions, and move your contact centre from capital to operational expenditure.

A state-of-the-art solution delivered over our network

BT Hosted Contact Centre with Genesys is a state-of-the-art solution for customer self-service and assisted service. It can support from tens to thousands of agents – whether they're in contact centres, branches, your head office, or working from home. All you need is a PC with an IP connection, a headset for each agent, and the thin client agent and administrator desktops included in the solution.

Serve customers anywhere on the network

BT Hosted Contact Centre with Genesys is delivered over BT's global IP network. An MPLS connection is required for larger locations, but home agents can use a standard broadband connection to handle customer enquiries.

Extensive multi-channel support

The service supports inbound and outbound customer interactions through a huge range of channels, including voice, IVR, email, Instant Messaging, text messaging, co-browsing, scanned letters and faxes. Any enquiry, through any supported media, can be routed to the agent best suited to deal with that enquiry.

Advanced user interface for agents

The service includes an advanced thin client Agent Desktop which runs in a standard web browser and includes an integrated IP soft phone (hardware IP and TDM phones are also supported).

Flexible control for administrators

Administrators can set up sophisticated customer contact processes in a simple, visual environment. Common tasks like changing IVR dialogues and agent routing strategies can be completed quickly, without needing programming skills. The service also includes a range of standard reports and online monitoring and statistics templates, to help you optimise your contact strategy on a daily basis.

Supports evolving telephony infrastructures

BT Hosted Contact Centre with Genesys can integrate seamlessly with existing IP telephony and hybrid IP/TDM telephony infrastructures. And, because the service is delivered over BT's global IP network, organisations that need inbound routing alone can take advantage of it without any telephony switch required.

Market-leading functionality

BT Hosted Contact Centre with Genesys has the functionality you need to provide a consistently high-quality service to your customers, through any channel.

Inbound

- Easy-to-use graphical user interface for creating routing plans and IVR dialogues, based on templates
- Any number of voice applications and routing plans can be saved and allocated to a service number when needed with the integrated scheduler
- Upload recorded voice prompts and use them anywhere in an IVR flow, with text-to-speech software for quick testing
- Skills-based routing means a caller can be identified by phone number or IVR input, and be routed to the agent with the right language or product skills
- Calls can be transferred from IVR to an agent, from agent to agent, or to an external phone number

Outbound

- Dialler, campaign management, and agent front-end are included for outbound communications
- Lists of numbers to be called can be uploaded and assigned to agents
- Agents can be assigned outbound or a mix of inbound and outbound tasks to manage changing enquiry levels
- Predictive dialling helps increase agent productivity
- Agent screens pop with customer details only when someone picks up the phone
- 'Do not call' lists supported

One view across all media

- One agent desktop handles enquiries and caller history across all media
- A universal queue of all contacts is provided for online monitoring and reporting
- Specific service levels can be assigned to different types of contact channel

Agent Desktop

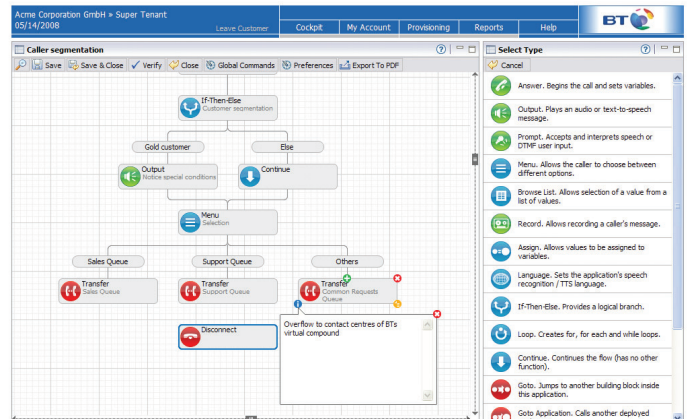
- The web-based user interface gives agents all the functionality they need to handle customer contacts and interactions, including:
 - Inbound voice interactions
 - Email, Web chat and text chat
 - Outbound campaigns
 - Contact management
 - Realtime statistics and other personal performance indicators

Supervisor functions

- Realtime agent monitoring
- Standard reports included for common performance metrics
- Wizards simplify creation of new reports

Administrator functions

- Sophisticated scheduler lets administrators configure schedules for different applications on different days of the week
- A unique visual design tool makes it easy to design contact strategies in a simple web-based interface, without programming knowledge



'Easy-to-use thin client interface'

Offices worldwide

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