[PRODUCT NAME]

OVERCOMING CONTACT CENTRE CHALLENGES
WITH CLOUD INNOVATION

**Your CUSTOMER’S contact centre is critical to THEIR business success. As customer service expectations increase, so does your CUSTOMER’S need for innovative technology solutions. Solutions which deliver greater operational flexibility, provide real time control and reduce your costs.**

This is where [Product Name] comes in. [Product Name] blends advanced cloud contact centre innovation and features with resilience and scalability which is linked to BT’s core network; giving you flexibility and peace of mind. With advanced features, no capex and a single integrated, highly competitive licence price, [Product Name] is perfect for any contact centre with 20-250 seats.

key Features

**Inbound:** sophisticated IVR, skills based routing, script builder, smart queue-buster features, automated call-back, screen popping and voice recording

**Outbound:** powerful predictive and preview dialler that incorporate lead management tools, campaign and script editor capabilities

**Multi-channel:** Voice, Email, SMS, chat and Social Media\* (small print: social is on roadmap)

**Reporting** : Multi-Device Real Time, Scheduled and Historical

**Disaster Recovery :** real time response, elastic scalability, and work from anywhere

**Card Payments :** Enables businesses to handle card payments securely over the telephone.

**API’s** **:** enables you or your partners to develop customised integrations with 3rd party applications such as CRM and WFM systems

**Help Centre :** fully integrated Wiki based help centre that provides a fully comprehensive user guide to all features and functionality

QUALIFYING QUESTIONS TO ASK YOUR PROSPECTS

* Would your business benefit from greater real time control of your Contact Centre campaigns, agents and IVR call flows? At no extra cost?
* Do you need to reduce capex?
* Are you looking for a Contact Centre technology which is priced 100% PAYG?
* Do your Contact Centre call volumes fluctuate and does your technology cost align with this usage pattern?
* Does your business often need to set up new campaigns in days?
* Do you have a solid DR plan?
* Are you currently paying more for Reporting, Phone Based Service and Voice Recording?
* Is your current cloud contact centre software linked to Tier 1 Carrier network?

[Product Name] Features and Benefits for End Users

**One Licence. One Price -** to implement [Product Name], customers only need one licence. That means one price for all the features they need and no extra costs for communications channels, reports or service costs.

**Work from anywhere** **–** the virtual contact centre offers great flexibility as agents can access [Product Name] from anywhere, be it head office, home or remote working – all they need is a PC, phone and data connection.

**Low risk –** [Product Name] is linked to the BT’s core network, making it a low risk cloud option. All features are accessed via a simple to use web portal – no new hardware or software is required.

**Cutting-edge capabilities –** with a range of advanced inbound and outbound capabilities, including call recording, screen popping, scripting and much more, your customers will be able to deliver an outstanding customer experience.

**Operational resilience** –customers won’t have to choose between operational stability and cloud innovation because [Product Name] delivers both.

**Easy setup –** [Product Name] is implemented in weeks meaning customers can quickly enjoy new channels to market and new commercial terms.

COMMON OBJECTIONS...

1. **[Product Name] is just the same as other Cloud Solutions**

[Product Name] is not the same as the existing products in the UK market – it’s unique in two ways:

* + **Linked to BT’s core network** – delivers secure cloud innovation, 99.999 uptime and superior voice quality.
	+ **Single licence price for ALL features**  - all features, communication channels and upgrades are delivered through a single highly competitive licence price. Other products are priced as modules which makes the end solution complex and expensive.
1. **It’s too high risk and too expensive to launch**

[Product Name] is a low risk 100% Opex solution – we only charge you when you use the technology – there’s no new hardware or software. Your customers can be live in weeks.

1. **I’ve just invested in a new on-premise Contact Centre Solution**

If your business often needs to set up new campaigns at short notice then you can consider using [Product Name] just for these campaigns. Alternatively [Product Name] provides an advanced, low cost Disaster Recovery option.

[PRODUCT NAME] – DEFINING THE ‘SWEET SPOT’

[PRODUCT NAME]

OVERCOMING CONTACT CENTRE CHALLENGES WITH CLOUD INNOVATION

|  |  |
| --- | --- |
| **[Product Name] is perfect for customers who…** | **[Product Name] isn’t suited for customers who…** |
| * Have 10 – 250 agents
* Have multiple locations (offices, or homeworkers)
* Are looking for a comprehensive, feature rich solution
* Need an outbound dialler (which is Ofcom compliant)
* Want to be able handle card payments.
* Value sophisticated IVR and Reporting
* Are looking for a trusted, stable, secure solution
* Want a single transparent license price – any only to pay for concurrent agents
* Value the flexibility to scale up or down
* Value real time control over everything
 | * Are looking for just a PBX solution
* Only need basic call centre capabilities
* Are unlikely to use an outbound dialler
* Are unlikely to use multimedia channels e.g. e-mail, SMS, chat
* Are very price sensitive (HCC RRP’s at £80 per agent per month)
* Are not worried about service levels (e.g. don’t mind if platform is unavailable frequently)
* Are not worried about compliance (e.g. Ofcom, PCI)
* Have a CAPEX budget and want to purchase, own and maintain their own equipment
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The sweet spot for [Product Name] is Contact Centres with 10-250 agents. Contact Centres of this size will value [Product Name]’s two unique selling points:

1. The stability and operational resilience of a secure, virtualised platform that is linked to the BT’s core network network
2. The single competitive licence price which includes all channels

[Product Name] should ***never*** be sold as a simple Inbound Telephony System as the additional functionality will not be valued and the price will be seen as too expensive. In this scenario the new BT Wholesale Hosted Centex solution/[Your alternative product] is a better match for customer needs.

|  |  |  |
| --- | --- | --- |
| **Competitors** | **Competitor Weaknesses** | **[Company Name]’s [Product Name] Strengths** |
| **Cloud or Hosted contact centre solutions** | * More expensive for multi-featured solutions e.g. charge extra for new channels, reporting, voice recording, script designer
* Not linked to a Tier 1 Service Provider Network
* VOIP can be an extra cost
* No real time changes
* Contract lock in
* 99.999 uptime for Software ONLY
 | * Unique architecture- Cloud Software linked to the heart of the BT core network
* 99.999 uptime for software ANDinfrastructure
* One competitive price for ALL features
* Hosting, Service and Support delivered from the UK.
 |
| **On premise Contact Centre solutions** | * Capex heavy investments
* Contract lock in
* No real time scalability
* No real time changes
* Expensive modular pricing
* Additional costs for service and software upgrades.
 | * [ One price for all features
* No additional costs for service or software upgrades
* 100% Opex model. No capex.
* 100% Usage based pricing
* All changes can be done in real time by your Contact Centre – no 3rd party costs.
 |

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[COMPANY NAME] VERSUS THE COMPETITION

[PRODUCT NAME]

OVERCOMING CONTACT CENTRE CHALLENGES WITH CLOUD INNOVATION

WHY [COMPANY NAME]?

**Continuous investment into cloud based solutions**. We’ve been investing heavily into this field and are able to provide the best solutions available.

**Our extensive portfolio.**  We’ve got the most completed contact centre portfolio and can offer everything your customer needs to overcome their contact centre challenges.

**Exceptional service.** It goes without saying that we have a superior support team, but with [Product Name] your customers will have a dedicated team to help them set up, adjust and manage their projects.

**We offer a low risk, quick entry to the market.** Implementation takes a matter of days so you and your customers will be able to enjoy new channels to market right from the get-go.