****

[COMPANY NAME]

**[COMPANY NAME / PRODUCT NAME]**

**OVERCOMING CONTACT CENTRE CHALLENGES WITH CLOUD INNOVATION**

Your contact centre is critical to your business success. As your customer service expectations increase, so does your 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.

**[PRODUCT NAME]**

[Product Name] can meet every one of your contact centre challenges and gives you the chance to take advantage of a commercially attractive, truly innovative, outbound or blended multi-channel, cloud-hosted service.

**Cutting-edge contact centre capabilities.** You’ll be able to deliver an outstanding customer experience as you’ll benefit from a range of advanced inbound and outbound capabilities such as sophisticated self-serve IVR, advanced call queuing, call recording, screen popping, scripting, real time wallboards and much more.

**Operational flexibility.** With greater operational flexibility, your agents will be able to access [Product Name] from any location, be it head office, home, central contact centre or remote working. All you need is a PC, phone and data connection.

**Real time control.** With [Product Name] your Contact Centre managers will be able to make real time changes to campaigns, reallocate agents or change IVRs. This means you can save money on 3rd party fees and respond rapidly to market changes.

**Peace of mind.**  [Product Name] is hosted in two Tier 4 ISO27001 accredited Data Centres that are directly linked to BT’s core network. Designed with high availability and high resilience, it is geographically diverse with no single points of failure. Furthermore the design encompasses the latest innovations in virtualisation to separate the physical layer from the software which all together help to provide world class service availability, reliability and security.

**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 –** Enable’s businesses to handle card payments 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

**Key Benefits For You**

**Operational Resilience**

No longer will you need to choose between cloud innovation and operational stability – [Product Name] delivers both. Backed and supported by BT, you will have a competitive edge enabling you to adapt to changing business conditions.

**Competitive Pricing**

Get all the features you need with one licence, for one competitive price. There are no hidden costs for extra modules, features or services, plus there’s no capital expenditure required.

**Advanced Features**

Access all the features you need to run an Inbound or Outbound Multi-Media Contact Centre, from a single solution. All the features are accessed via a secure, simple to use web portal – no new hardware or software downloads required.

**Quick Implementation**

[Product Name] can be implemented in days so you can enter new markets quickly and enjoy a quick return on your investment.

**[Company name]: overcoming your contact centre challenges**

We’re committed to meeting and supporting the communications needs of all of our customers. That’s why we’ve been investing in the newest cloud-based technology to make sure you can benefit from the growing hosted communication market.

[PRODUCT NAME] is just the next step towards business innovation.

**Prepare for the future. Today.**

For further information:

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[Tel. No.]

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