

**ACCESS THE HIGH GROWTH, HIGH MARGIN CLOUD CONTACT CENTRE MARKET AND CREATE SUSTAINABLE REVENUE**

**GROWTH**



**HOSTED CONTACT CENTRES**

**Your customer's contact centres are critical to business success and technology is a key enabler for increasing day-to-day performance. Traditionally, making a decision on the 'type' of technology platform to use has proved challenging. Contact centres increasingly need the commercial and operational agility that cloud software delivers but they also need the advanced features, resilience and voice quality associated with traditional on premise solutions.**

You are now uniquely positioned to turn a once challenging decision into a high margin revenue opportunity. Adding our Hosted Contact Centre (HCC) solution to your portfolio allows you to deliver all your customer's requirements with one solution. HCC blends advanced cloud contact centre innovation and features with the resilience and scalability of BT's core network; giving your customers the flexibility and peace of mind they need.

In addition to adding low risk Cloud Innovation to your Portfolio, HCC gives you the opportunity to increase and sustain core network revenues. For example; a typical contact centre customer spends 2-7 times more on additional products and services, and will remain with a service provider for 2-5 years on average.

**KEY MARKET FACTS**

- ICT spend by contact centres in the UK alone exceeds £2bn per annum<sup>1</sup>
- Over £200m is spent on hosted contact centre licenses per year<sup>1</sup>
- The hosted contact centre market is accelerating at 18% annual growth rate<sup>1</sup>
- Contact centres with <250 agents account for 94% of the total UK Market<sup>2</sup>

[1] Source: IDC Market Sizing Study, 2012

[2] Source: Contact Babel - State of Industry Report 2013



Email [clientreception@bt.com](mailto:clientreception@bt.com) or call  
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## OFFER YOUR CUSTOMERS MORE

With advanced features, no capex, and a single integrated, highly competitive licence price, HCC is perfect for any customer running a contact centre with 10-250 seats.

### TRUSTED CLOUD INNOVATION

With HCC your customers have complete peace of mind, knowing that our solution is hosted in the core BT network with 99.999% availability.

### SINGLE SOLUTION

HCC delivers all the features your customers need to run an Inbound or Outbound Contact Centre under one highly competitive licence price. Customers receive financial clarity and won't pay anything extra for communication channels, reports, change requests or service costs.

### QUICK SIMPLE INSTALLATION

HCC is implemented in weeks – so your customers quickly start realising the value of new features, new channels to market and new commercial terms. Everything runs from the cloud, so no new hardware is required and all features are accessed via a secure, easy to use web portal.

### VIRTUAL CONTACT CENTRE

With greater operational flexibility, your agents can access the same features from any location – head office, home, central contact centre, remote working; all you need is a PC, phone and data connection.

## BENEFITS FOR YOU

### RAPID, LOW RISK CLOUD INNOVATION

HCC provides your business with a competitively priced, 'off the shelf' product so you can easily, with minimal risk, enter the fast growing, high margin, UK cloud contact centre market.

### INCREASE CORE REVENUES

In addition to strengthening your innovation credentials and extending your portfolio to meet customer demand, HCC delivers strong pull through revenues for your traditional services like data connectivity, calls and CPE. And by selling your customer the 'complete solution' you not only increase value, you'll also see a reduction in churn too.

### WHITE LABEL SOLUTION

The white label model allows your business to create brand and market differentiation which in turn helps to increase customer retention. You can even provide it branded for your customers to give them their own personal touch.

### SALES AND MARKETING SUPPORT

We provide comprehensive training, marketing materials and sales support to help your business enter the market quickly and professionally.

## KEY FEATURES

### Advanced Inbound Features –

sophisticated IVR, skills based routing, script builder, smart queue-buster features, automated call-back, real time wallboards, rapid scalability, screen popping and voice recording.

### Advanced Outbound Features –

advanced predictive and preview dialler that incorporates lead management tools, campaign and script editor capabilities, voice recording, screen pop and agent whisper.

### Simple Multi-channel –

with 30% (and growing) of all customer interactions no longer via telephone, managing multiple channels is critical for contact centres. HCC makes it simple with support for email, SMS, chat and Social Media\*

### Multi-Device Real Time, Scheduled

and Historical Reporting – standard and customisable reports delivered in real time to wall boards, desktop, mobile or tablet devices.

### Rapid Disaster Recovery at no extra

cost – a live disaster recovery capability that can be accessed by agents from any location with a secure internet connection.



## BT WHOLESALE MEANS TOTAL CONFIDENCE

We're at the forefront of communications technology, dealing with over 2.1 million people and around 12 million transactions each day, we truly understand the hosted communication market. In fact, we've been laying down huge investments in the newest cloud-based technology, excellent networks and infrastructure and powerful supplier relationships for decades, to bring you real innovation for the future of your business.

The information in this publication was correct at time of going to print. We may make minor alterations to the specifications of products which do not affect their performance, and may vary prices and delivery charges.

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\* Social Media is on roadmap

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