



WITH CUTTING EDGE CLOUD TECHNOLOGY,  
BT WHOLESALE IS COMMITTED TO PROVIDING

# INNOVATION



HOSTED CONTACT CENTRES



**HOSTED CONTACT CENTRES** With cutting edge cloud technology, BT Wholesale is committed to providing innovation

# OVERCOMING CONTACT CENTRE CHALLENGES



Contact centres are critical to business success and your customers will strive to find technology that helps them increase day-to-day performance. Traditionally, making a decision on this type of technology has proved challenging – contact centres need the commercial and operational agility of cloud software, but the resilience and voice quality of traditional on premise solutions. BT Wholesale’s Hosted Contact Centres (HCC) bridges that gap and offers an innovative solution for you to deliver to your customers.

## THE CONTACT CENTRE 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.

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.

You’ll be able to provide all of this to your customers and turn their challenge into a lucrative revenue stream for your business. And to make it easy for you to tap into this opportunity, BT also provides resellers with comprehensive training, sales and marketing support to get you started.

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## HOSTED CONTACT CENTRE

Our Hosted Contact Centre can meet every one of your customer's contact centre challenges and it gives you the chance to offer them a commercially attractive, truly innovative, white-labelled inbound, outbound or blended multi-channel, cloud-hosted service. But that's not it.

**Provide cutting-edge contact centre capabilities.** Your customers will be able to deliver an outstanding customer experience as they'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.

**Complete control and flexibility.** Providing greater operational flexibility, agents can access the HCC solution from any location – head office, home, central contact centre, remote working; all you need is a PC, phone and data connection. Call centre managers get complete control through a single, simple to use portal to make moves and changes in real time.

**Peace of mind.** With HCC your customers have complete peace of mind, knowing that the solution is hosted in the core of BT's network with 99.999% availability, and robust security measures ensuring their data is always protected.

### DID YOU KNOW?

- ICT spend by contact centres in the UK alone exceeds £2bn per annum<sup>1</sup>
- Over £200m is spent on hosted licenses per year, plus 18% annual growth rate<sup>1</sup>
- Contact centres with less than 250 agents account for 94% of sites and 50% of agent volumes<sup>2</sup>
- HCC is a complete, feature rich solution with 99.999% availability and pay as you go commercials for resellers.

[1] Source: IDC Market Sizing Study, 2012

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

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## HOW HCC BENEFITS YOU



### EXPANDING PORTFOLIO

This is a great chance to expand your portfolio and create new opportunities from within your existing customer base, or to win new clients. For any providers of voice or contact centre services, you'll be able to provide an efficient new offering from a reliable and trusted supplier.



### SALES OPPORTUNITIES

HCC is all about "pull through" for service providers and offers the chance to really increase your deal values. For every £1 of software sold, you can sell a further £2-7 of related products and services such as data connectivity, calls and CPE. All this means that a typical deal value for 100 seats can be worth £1m p.a. or more.



### LASTING RELATIONSHIPS

By their nature, contact centre customers can be very sticky with their ICT providers, and so with HCC you'll be able to establish long term relationships as a trusted business partner to them. With a typical lifecycle of 3-5 years, this helps keep your churn low, and your profits up!



### REASSURING RELIABILITY

With HCC you'll have complete peace of mind knowing it's a BT backed communications platform. It benefits from robust Service Level Agreements and is backed by a highly skilled 24/7 UK based support team.

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## HOW HCC BENEFITS YOUR CUSTOMERS



### COMPETITIVE PRICING

Customers will get all the features they 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.



### FLEXIBLE FEATURES

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



### OPERATIONAL RESILIENCE

No longer will your customers need to choose between cloud innovation and operational stability – HCC delivers both. Backed and supported by BT, your customers will have a competitive edge that enables them to adapt to changing business conditions.



### QUICK IMPLEMENTATION

Your customers can enter new markets quickly as implementation of HCC can be done in days, so you'll both enjoy a quick return on your investment.

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# BT WHOLESALE MEANS TOTAL CONFIDENCE

We're at the forefront of communications technology, dealing with over 21 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.

In addition to strengthening your innovation credentials and extending your portfolio, our Hosted Contact Centre delivers strong pull through revenues for traditional services like data connectivity, calls and CPE. And to ensure you have a seamless transition to the world of cloud, BT Wholesale provides training, white labelled marketing materials and ongoing support.

**Innovative, integrated, effortless hosted contact centre services, now and for your future.  
We make it possible.**

Email [clientreception@bt.com](mailto:clientreception@bt.com) or call  
**0800 671 045**  
[www.btwholesalehub.com/hcc](http://www.btwholesalehub.com/hcc)



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