Wholesale Hosted Centrex

Use Cases across a range of vertical sectors

Solving common challenges in the workplace
using BT Wholesale Hosted Centrex as the solution

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In the workplace, communication is key. In the office, the shop floor of a retailer or on a construction ground – it doesn't matter where – the need for fast and efficient communications is fundamental to running a good business.

And the best way to do that is with unified communications. Even better, with Wholesale Hosted Centrex (WHC). Find out how a workplace's communications systems can be streamlined with a solution that has been designed to improve communication, collaboration and cut costs.

Retail

If there was a sector where there is constant competition, the necessity for impeccable customer service and any opportunity to cut costs, it's retail. Good job then that WHC is up for the challenge.

The Problems

- Competition from online and high street stores lead to intense pressure to reduce and manage costs
- Retailers need to provide a consistently high experience across all channels – online, call centres and multiple stores
- Employees struggle answering calls promptly while assisting in-store customers at the same time
- Difficult to separate calls about store hours and products and old PBX systems make it hard to screen out calls from competitors collecting current pricing information
- Real-time communications across multiple sites is needed
- Old, multi-vendor PBX estates cost more to maintain and result in an inconsistent image.

The Solution

- No need to shop around – WHC comes with a range of features that will tackle a retailer's problems head on
- Auto Attendant routes incoming calls to the correct staff or to information about operating hours, reducing waiting times for the caller
- Calls can be routed to staff based on their expertise so they can assist customers in the store
- CLI feature lets employees know when competitors are snooping
- For multi-store retailers, calls can be answered within a few rings by staff anywhere, on any device. Calling Line/Number presentation enables calls to be answered in the correct manner, for example knowing which store the customer called
- Call Detail Records let retailers review after-hour calls
- Push-to-Talk enables staff to use their phones as intercoms
- The UC Office App lets staff use their own device giving them free internal calls and at-a-glance presence availability status of colleagues
- In-store Wi-Fi can be used by customers to research tier desired products
- On-site cordless solutions help in communications, for example warehouse staff asked to deliver stock to the customer in store.

Retail

The Benefits

Improved customer service

- A phone system that reflects commitment to providing the best customer experience
- HD voice is crystal clear so cuts out mistakes based on lack of hearing
- Calls are answered within a couple of rings so customers aren't waiting on a dial tone for a long time and are swiftly put through to the correct person.

Increased productivity

- Group Call Handling and UC Apps on mobile devices, tablets and desktops speed the flow of communications
- Extending Cloud UC services to other organisations in the supply chains speeds the communications flow across the entire value chain.

Consistent service experience

- WHC enables a consistent image and service experience across all stores, for example, retailers can provide the same on hold message to customers calling in at any store.

Rapid deployment means business as usual

- Setting up the service and plugging the desk phones into a data network is quick and easy so the retailer can get on with serving customers.

Reduced costs

- Consolidating the 'voice estate' to a single provider has proven cost advantages
- Free calls between all staff and companies lowers the monthly telephone bill.
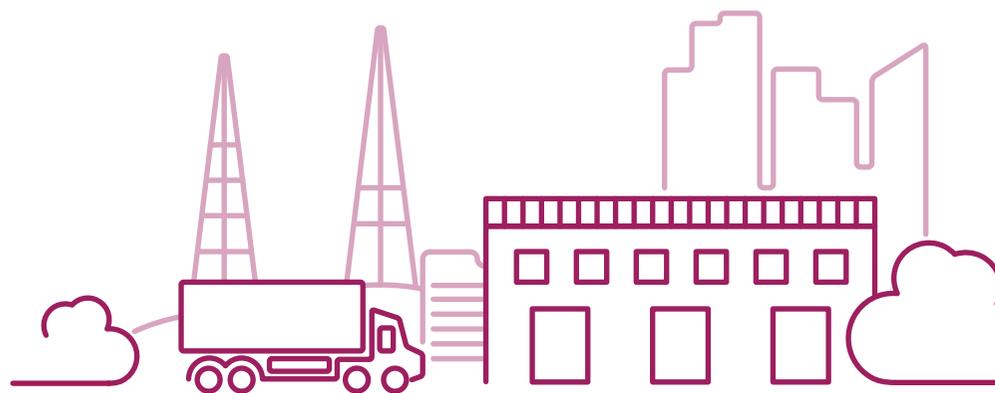
Manufacturing

The manufacturing industry relies heavily on old PBX systems. However these are costly and becoming harder to manage, meaning a newer, efficient system is needed. The move to modernised, cloud communications is the next step.

The Problems

- Traditional phone systems (PBX) are becoming increasingly unreliable and harder to maintain
- Difficult to find budget for the upfront costs associated with on-premises phone systems
- Traditional PBX lacks the flexible-working solutions now demanded by employers as a productivity tool
- Traditional PBX also lacks analytical tools such as the ability to show the number of abandoned and missed calls at different times of the day.

The Solution

- Invest in fibre network connectivity to run the data systems between all locations and data centres. Best way to build this? With WHC which runs across the same fibre internet connections
- The only new equipment required are pre-configured IP desk phones which users simply plug into existing data network sockets at their desks. Any wall-mounted phones can be fitted with IP adaptors so they use the converged data network too
- The UC Office App provides a 'desk phone in their pocket' for mobile staff and home workers. It allows at-a-glance presence availability so staff can easily communicate via instant messaging or voice calling over mobile data networks. Calls are free when using the App
- Integrated Call Centre provides customer call treatments, including a company welcome message, in-queue messages and skills-based routing to make sure customers go through to the appropriate person
- With Business Portal the customer Services Manager can analyse and manage customer service anytime of day or night, with daily reports delivered by email.

Manufacturing

The Benefits

Improved customer service

- WHC provides real-time reports and daily reports, unlike the old PBX system which provided no real statistics
- This provides the ability to measure what's happening in customer services and enables better management.

Managing calls, any time, anywhere

- Flexibility to work anywhere using one number with the company calling plan
- Users can make free internal calls using the UC Office App on their laptop, desktop, tablet or mobile device
- The sales team will be in closer contact with customers and employees – helping improve information flow, decision-making and ultimately delivering better customer service.

Flexibility to meet changing needs

- Admin can use the Business Portal to configure new users in minutes , compared to the previous time-consuming methods
- Staff can take IP phones home if they need to work from home or use the Remote Office functionality or UC Office App
- Software upgrades are made in the hosted and automatically delivered to the customer.

Cut costs

- Save more on setup, maintenance and call costs
- The cost of implementing WHC delivered a <1 year Return on Investment compared to maintaining and upgrading the current PBX and ISDN charges.

Highly reliable phone system

- WHC is a telco-grade business communications service delivered from the Service Provider data centres
- The maintenance and upgrades are taken care of by the Service Providers so the manufacturer can get on with running operations.

Healthcare

It goes without saying that effective communications within the healthcare sector is a must. In order for patients to get the care and attention they need, prompt call handling up to industry standards will enable improved patient care.

General Practice

The Problems

- Unwell, anxious patients that require immediate attention need prompt handling of their calls
- Which is why it is essential for the General Practice (GP) to have fast, effective call handling
- Not only that, they have to show compliance to IT Governance and Care Quality Commission (CQC) standards for improving patient care and running a capable practice.

The Solution

- Replace waiting room music with a fan fare...because WHC is the solution to meet those call handling needs
- Call Centre ACD allows hold music or recorded messages to be played while waiting, allowing reception to direct callers to the relevant part of the practice
- Call Recording lets the GP monitor and review conversations between patients and staff – used to prove compliance to CQC standards
- Call Recording can also be used to train and coach new staff
- Call logger enables statistical analysis of calls to help identify the busiest periods so staff can schedule accordingly
- Inbound calls can scan the database, bringing records up on screen, helping manage the call and speed of response
- UC One instant messaging can be used for the GP team to communicate quickly and easily. My Room group chat can be used to hold conference calls with other GP surgeries or medical bodies.

Healthcare

General Practice

The Benefits

Improved patient service

- A friendly, prompt and effective service for patients
- Provides the resources to answer calls efficiently during busy times
- Customer care can be improved by coaching and developing staff with Call Recording
- In-built business continuity means calls can always be made and answered – it's a phone service that never fails.

Increased productivity

- The use of statistical data lets the practice easily manage staff resources
- Optional Receptionist console has the ability to handle numerous calls efficiently.

Compliance to Governance standards

- Call Recording is complaint to CQC standards
- WHC Business Continuity meets IT Governance standards and means patient calls are answered even in event of disasters.

Healthcare

Nursing Care Homes

The Problems

- On-site, mobile nursing staff and facilities support need to be more reachable in order to provide fast response to patients and guests
- Appointment requests and inbound queries need to be dealt with in a more efficient way
- Budgets are always under pressure and cutting costs is a key agenda.

The Solution

- Care home managers can breath a sigh of relief as WHC delivers the cloud solution they need
- The service can be managed in the office or remotely via Business Portal
- Phones plug into the data network socket and Clients and Apps run on desktops, tablets and mobile devices
- Auto Attendant provides a personalised greeting message and a menu offering the latest news updates
- The Push-to-Talk intercom speeds up information flow which can be used to make announcements through a desk phone speaker
- UC Office App can be installed on mobile devices and tablets for staff so they can keep in close contact. Instant messaging can be used to communicate sensitive information discreetly with the ability to escalate to phone calls if needed.

Healthcare

Nursing Care Homes

The Benefits

Faster response to guests and patients

- Including improved mobility and accessibility of the nursing and support staff
- Staff can easily and swiftly be reached on their mobile, desktop or desk phone.

Better phone service

- Free internal calls and staff use their own devices
- Pay-as-you-use subscription service frees up capital
- Plug and play from CAT5 data network socket will see reduced costs when compared to the cost associated with moving traditional desk phones.

Education Sector

Teachers, parents, school staff – they all need to be kept abreast of important school information. Emergencies, issues with students and internet teaching are just some examples of issues schools deal with on a daily basis. Which is why they need a proficient communications system to overcome their challenges.

Schools

The Problems

- Reduced funding and old phone systems (PBX) are hard and expensive to maintain. Legacy ISDN lines come with high call rental and call charges

- Connecting parents to teachers can be difficult as many schools use old answering machines and teachers are notified to call parents via post-it notes

- There is no method to contact teachers in case of emergency

- The internet is increasingly being used in teaching so it makes sense to use the same broadband for the school's communication.

The Solution

- The best way to appease parents, teachers and students, add flexibility and cut costs – WHC!

- Schools can save money by installing low-cost telephones in each classroom and remove legacy lines

- With the UC Office App on a teacher's tablet or mobile device they can be contacted at any time

- With Call Director, teachers can call parents back with the school's number presented, not their own – this is important for teacher confidentiality

- UC Office desktop sharing lets teachers experiment with remote online learning techniques

- Auto Attendant keeps parents updated on latest news and is easy for staff to record announcements.

Education Sector

Schools

The Benefits

Parent–school interaction

- Parents will receive the latest news from the Auto Attendant, never hear the busy tone and will always get through to someone
- Parents will be able to contact the appropriate department or teacher
- Parents receive notifications of events, for example school closure.

Cost savings

- Minimal upfront capital expenditure means schools can meet stricter government budget targets and free up capital for spending on learning resources
- Removal of ISDN, maintenance and PBX capital depreciation costs will free up funds
- Easy to scale up or down to support temporary staffing needs.

Enhance the student experience

- More diverse learning experiences available such as online and video
- Student-teacher interactions are more interactive with one-to-one and one-to-many learning options.

Professional Services

There are a range of businesses within this sector that need cutting-edge communications in order to succeed. With competitive markets, multi-site operations and the maintaining of solid customer service, WHC is ideally placed to help.

Estate Agents

The Problems

- Estate agent's needs to answer the phone within a few rings to ensure success as a customer could be ringing to view, make an offer or sell a property

- In a highly competitive market, customers may deal with other estate agents if their call is not answered

- Many estate agents are multi-site companies with a mixed estate of PBX, meaning higher costs and more complex to manage.

The Solution

- A single, streamlined communications solution that covers all the offices and mobile staff...you've guessed it – it's WHC

- Business Portal makes it easy for estate agents to modify call treatments such as 'music-on-hold' or 'marketing-messages-on-hold' to reflect current business activity

- Graphical Call Detail Records can be viewed to track and manage the level of call activity

- Group Call Handling works company-wide ensuring customer calls are answered within a few rings, by the most appropriate person, no matter where they are

- The UC Office mobile App allows agents to remain in close contact wherever they are with easy tracking of colleagues' availability status

- CRM integration enables access to caller's records on the PC at the same time the call is answered, enabling agents to record notes for follow-up conversations.

Professional Services

Estate Agents

The Benefits

Expanded geographic reach

- Estate agents can publish multiple local numbers to provide a local identity and answer the call for that area, no matter where they are

- WHC is quick and easy to set up or move offices to new locations, taking the company number with you.

Improved customer service

- Calls are answered by a free staff member, wherever they are located, ensuring business is not lost.

Lower costs

- Internal calls are free, even to mobiles using the UC Office App so there is no need for an on-premises telephone system

- The App also supports Bring Your Own Device so agents can use their own mobile and separate between business and personal calls.

Professional Services

Legal

The Problems

- High costs due to the changing business landscape as clients look to reduce legal bills, forcing law firms to focus on cost efficiencies
- IT departments in law firms are no different to other sectors – they're under pressure to deliver more with less
- Clients of law firms expect professional service and easy to reach legal contacts and with a lot of work done over the phone, this is an area constantly under scrutiny
- Too many employees are tied to their desks.

The Solution

- No objection here...WHC can improve client relationships, increase efficiency and reduce costs
- UC One presence status lets legal staff know the availability of colleagues and how best to contact them
- Conference and collaboration tools make it easy for dispersed teams to share information and make informed decisions to help move legal case work along
- UC One clients such as tablets, laptops and mobile devices enable legal staff to work productively from virtually anywhere. They can also use their business identity and number from their own device when contacting clients to help them maintain confidentiality
- Call Recording can be used to provide evidence in case of client disputes.

Professional Services

Legal

The Benefits

Embrace mobile working

- With employees working on a mobile device they can be contacted from anywhere and removed from the confines of the office
- Hot desk and flexible working policies can be supported to enable law firms to implement agile working practises.

Improve client relationships

- With Auto Attendants and Hunt Groups, law firms can offer improved call handling so calls are answered quickly and put though to the right person
- Voice and video communications including conferencing and collaboration makes it easier to move a case along, share information and improve the relationship with clients
- Clients are increasingly concerned about how law firms control their cost base – by saving more and improving communications with clients, this will address the issue.

Business continuity and disaster recovery

- WHC is immune to fire, flood, electrical or network outage at office locations
- Features such as Call Forward Not Reachable allows each user to have a back-up phone number to be automatically used when their desk phone cannot be reached
- Simultaneous Ring and UC One client lets a user's device and alternative mobile network be used.

A summary of benefits

As you can see, WHC is best placed to help a number of businesses, in various sectors, move towards cloud communications. It can help them with major issues such as expenditure and business flexibility.

Here's a quick rundown of the key benefits that WHC can offer to any business:

Reduced costs

- Internal calls for employees on their own devices frees up extra money
- Removing ISDN and the costs of maintaining a PBX system will free up funds
- Set up and maintenance of WHC has proven to be cheaper and more cost-effective than older, existing systems.

Flexibility

- UC Office App enables employees to use their own mobile or device
- This allows people to work from home, keep in contact wherever they are and it comes with a range of advanced features such as at-a-glance presence.

Easily managed via Business Portal

- With the Business Portal, admins can manage the system at the touch of a button from anywhere
- Users can be added in minutes
- Features such as hold music or marketing messages can be used to make sure callers aren't left empty-handed
- Analytical information can be used to help improve the business.

Improved customer service

- Calls will be answered by the right person within the right time, helping businesses to provide an efficient customer service
- Business Portal can provide reports in real-time so managers can measure customer service.

For more information please contact your
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