

BT WHOLESALE HOSTED CENTREX VERTICAL USE CASE

PROFESSIONAL SERVICES: ESTATE AGENTS

Challenges

- Answering the phone within a few rings is vital to an estate agent's success. The customer might be phoning to view a property, make an offer on a property or to sell a property.
- In a highly competitive market, it's easy for the customer to deal with another estate agent if their call is not answered, particularly if the property is subject to a multi-agency contract.
- Many estate agents are multi-site companies with a mixed estate of PBX, meaning higher costs and more complex to manage.

Solution

- BT Wholesale's Wholesale Hosted Centrex (WHC) provides a single, streamlined communications solution covering all estate agent offices and mobile/home office staff.
- The self-service Business Portal makes it easy for the estate agent 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 inbound/outbound call activity, helping to measure and improve performance targets.
- 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 located.
- Using the UC Office mobile App, agents remain in close contact wherever they are with easy tracking of colleagues' availability status. Calls are recorded for staff training use.
- CRM integration enables access to caller's records on the PC at the same time as the call is answered and enables us to record notes for follow-up.

Benefits

Expand geographic reach

- Estate agents can publish multiple local numbers to provide a local identity and answer the call appropriate for that local area, no matter where they are.
- With WHC it's quick and easy to set up or move offices to new locations and take the company number with you.

Improve 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.
- App supports Bring Your Own Device so agents can use their own device and separate business calls from personal ones.

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