

Wholesale & Ventures

# Hosted Contact Centre (HCC)

## **Solution Overview**

*Cutting edge cloud technology  
to meet your needs for real  
time service innovation*

**April 2020**

## HCC Solution Overview

HCC's multi-channel features, combined with cloud agility create a solution which grows with your business. Regular software releases deliver rapid access to the latest features and real time control means you can deliver a first class service experience.

HCC is not just a new technology model – it's a new more agile, more efficient way of working. And the benefits for contact centres have never been clearer.

- CEOs and Business owners can concentrate on growing revenues and not worry about technology
- Customer Service Directors have real time control and real time insight
- CFOs have the peace of mind that costs scale with revenue growth
- Agents can access the right tools to do their job
- Supervisors take back control of their Contact Centre.

Key benefits include:

- No CAPEX
- Make system changes in real time at no extra cost
- Deliver an enhanced customer engagement experience via HCC Multi Channel capabilities
- Improve agent productivity with a single agent tool bar for ALL channels
- Rapid Deployment – be fully operational in just 4 to 8 weeks
- Lower total cost of ownership
- Scale up or down during peak or slow periods, as your business requires
- Integrate seamlessly to CRM or other business critical applications via APIs.

## Voice

With Voice still accounting for 70% of all customer interactions it's a critical communication channel to get right. It needs to be easy to use and flexible yet still deliver all the advanced features you need. HCC Voice is 100% delivered from the Cloud – which means you have scalable voice capacity: can add extra agents when you need them or reduce your team when there's less demand. You can also add in new remote agents in minutes to manage unexpected call spikes.

Email [clientreception@bt.com](mailto:clientreception@bt.com) or call

**0800 671 045**

[www.btwholesale.com](http://www.btwholesale.com)

## IVR

HCC delivers advanced cloud IVR functionality. IVR templates are built through an innovative, easy to use drag and drop interface. This interface allows for the business users to define the call routing rules for the incoming phone number e.g. IVR options, caller wait times, out of hours parameters.

## Call Recording

Recording phone conversations is a compliance requirement in some businesses – and a choice other businesses make to improve agent performance and customer satisfaction. Whatever the situation, HCC manages your call recordings effectively.

## Outbound Dialler

HCC's automated outbound dialler improves contact rates, increases agent productivity and reduces customer wait times. New campaigns can be launched in days and real-time reporting tracks live outcomes. CRM integration gives your agents the latest customer information – which improves conversion rates, and advanced scripting helps you control the quality of the customer interaction.

## Email

The 'digital customer' is maturing fast. Email now accounts for more than 20% of global customer interactions and will keep growing over the next 3-5 years. HCC allows agents to access, search for and respond to email contacts from the same toolbar they use for voice, web chat and SMS. This means they are more productive and can manage blended multi-channel campaigns quickly and more accurately. It also means you can prioritise your customers regardless of which channel they choose to contact you on.

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## Web Chat

Web Chat is one of the fastest growing communication channels on the planet, with some industry experts predicting that it will be more important in the customer experience than social media.

It's easy to put Web Chat on your website – it comes bundled with the standard HCC solution. This means it's a cost effective way of testing how important it is to your customers and how they want to use it. It can be activated in minutes, and you're in control so you can move your agents from Voice to Chat to Email and back seamlessly, in line with customer demand.

## Self Service Administration

HCC's easy to use Self Service Administration portal is the command centre for the Contact Centre. Accessed through a secure browser, all system changes are made online by authorised Supervisors.

Campaign scripts can be reworked, agents reallocated and IVR systems reprogrammed all in minutes. No lengthy delays working through IT departments or 3rd Party Providers. Senior Administrators maintain security by controlling access levels for all Administrators, Team Leaders and Agents.

## Business Analytics

Up to the minute reporting is critical to contact centre performance, customer satisfaction and sales.

HCC's combination of live reporting with real time control means you can respond immediately to market or customer demands. HCC customers can use one of 35 pre-built templates or create custom reports from scratch.

## Integration

Most Contact Centre applications need to work securely with 3rd party applications and external systems. HCC's Application Programming Interface or "API" enables Contact Centres to integrate securely with key supporting systems such as CRM systems, SMS and Payment Gateways or third party reporting systems.