



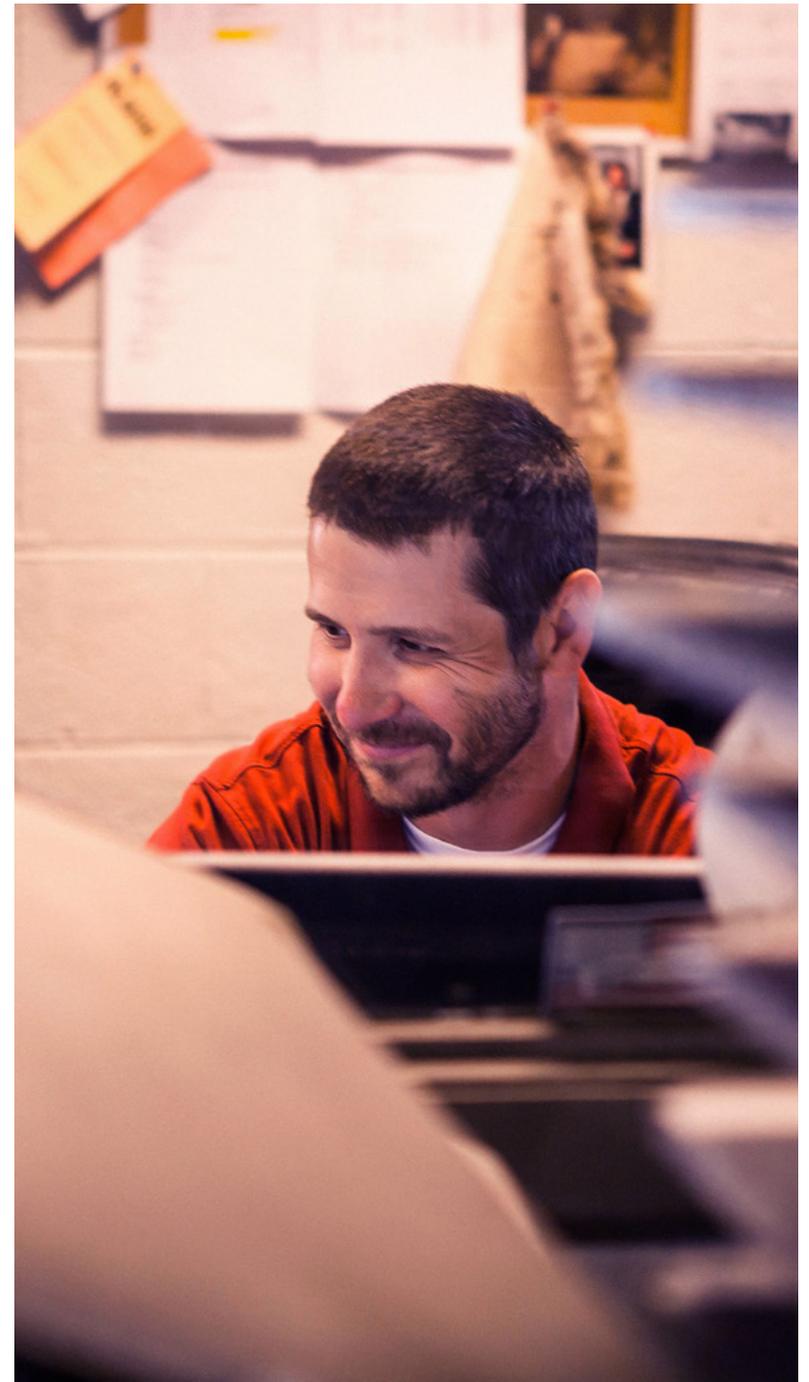
# Selling WHC Express

Get off to the best possible start, with our guide to promoting, selling and ordering our new digital phone line.

July 2022

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# Leaving legacy lines behind

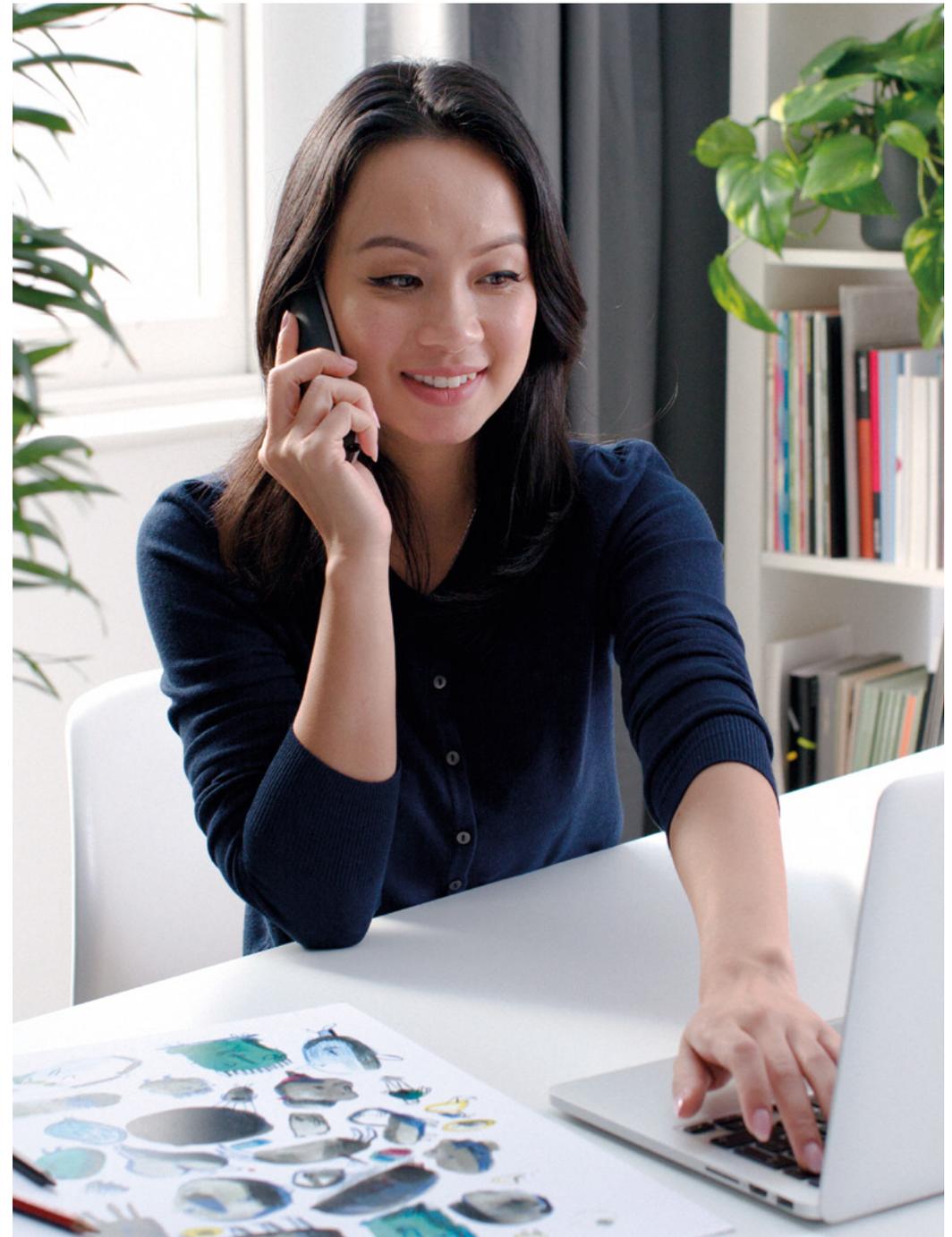
## Get your customers ready for an all-IP future

The PSTN switch-off in 2025 is going to affect all businesses in the UK. Even the smallest of companies will need to find a digital replacement for their analogue phone lines when the copper network is switched off.

That creates a substantial opportunity for you, because 95.7% of businesses in the UK are small enterprises. WHC Express is designed especially for them. Offering simple, reliable internet calls, it gives small businesses an easy way to prepare for the future.

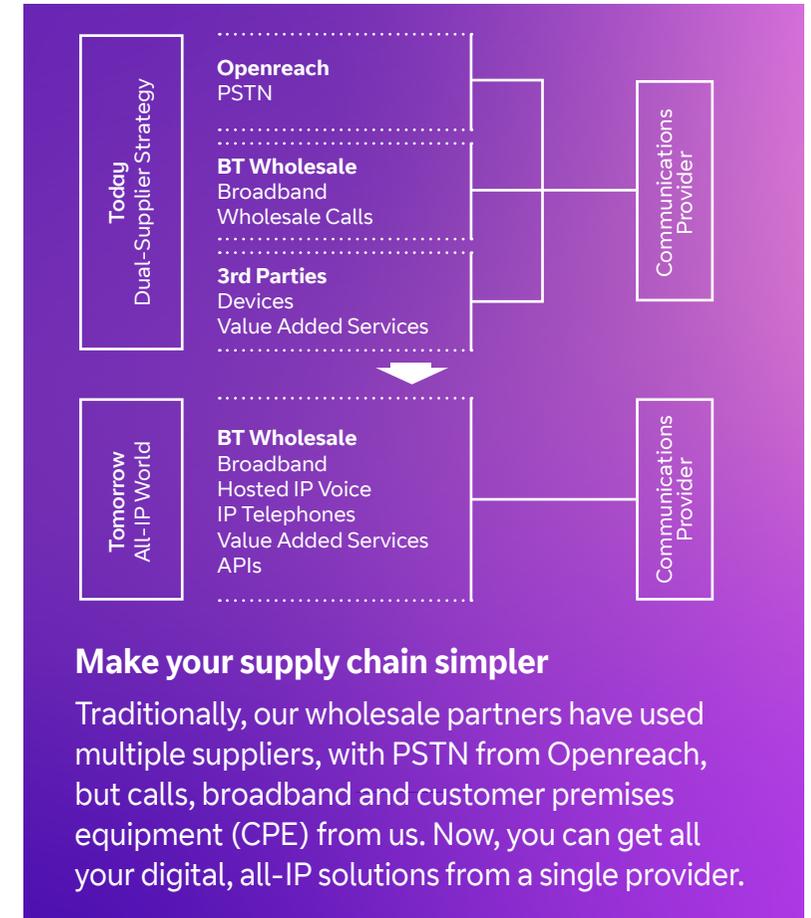
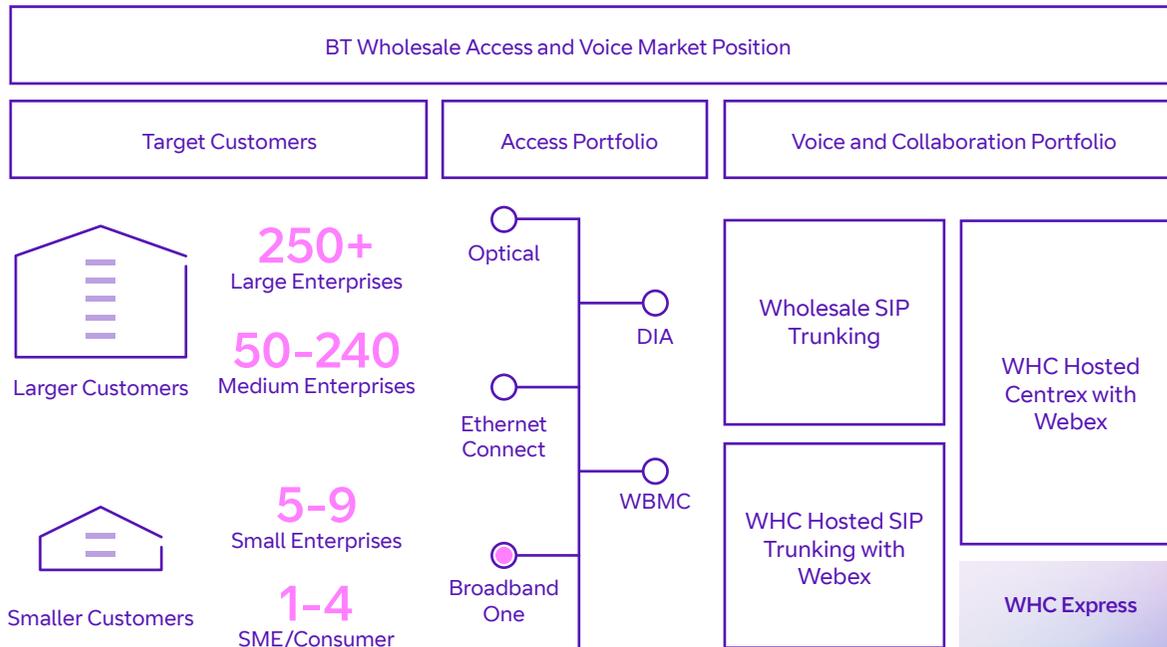
At the same time, it opens the door to the benefits of the cloud, helping to make remote and flexible working a reality. And your customers can have all the features they're used to, like voicemail and call waiting.

This guide will tell you everything you need to know to get WHC Express into the hands of customers. From what it is and how it works to how to make an order.

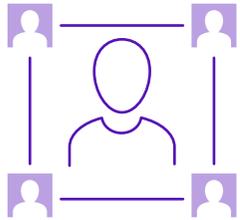


# Where WHC Express fits into our Voice portfolio

The cloud voice market is expected to grow by around eight million licences by 2025, with the most growth being among SMEs. Single Order Generic Ethernet Access (SoGEA) means voice and broadband can be delivered seamlessly through one line. So you can address Wholesale Line Rental (WLR) migrations with a cross-portfolio proposition.

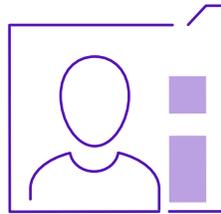


# Why IP voice matters for small businesses



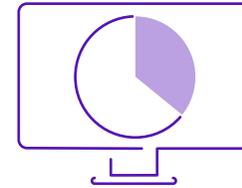
**95.7%**

of businesses in the UK have fewer than 10 employees.



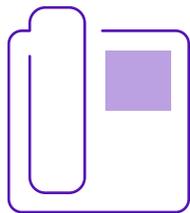
**76.3%**

of UK businesses consist of just one person.



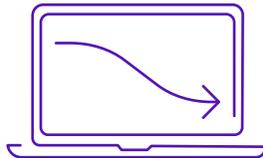
**36%**

of the UK's total turnover comes from small businesses.



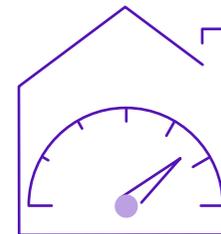
**60%**

of customers prefer to contact small businesses by phone.



**65%**

of businesses who are increasing remote working say reduced overheads is a key reason.



**40%**

of remote workers say work is completed faster at home than in the office.

## Sources:

['UK SME Data, Stats and Charts'](#), Merchant Savvy

['Local Business Websites and Google My Business Comparison Report'](#), BrightLocal

['Business insights and conditions survey'](#), Office for National Statistics

['Attitudes towards the future of homeworking'](#), Office for National Statistics

# The future is calling

## How small businesses can embrace digital transformation

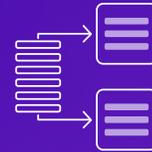
WHC Express gives small businesses a straightforward way to swap their legacy phone lines for a digital alternative. Although it's aimed primarily at single-site, single-line businesses with one to four employees, it can serve up to 10 users. Typical examples include sole traders, hairdressers, cafes and shops – really, any small business that just needs a good, reliable phone connection before the PSTN switch-off.

Your customers can choose how they want to access WHC Express. They can make and take calls on IP deskphones, headsets or a mobile phone app. They can even use their old phones, thanks to our analogue telephone adaptors (ATAs).

And because the service is cloud-based, they can take their numbers with them. Wherever they are in the world, your customers can use their business phone numbers. That's ideal if they want to embrace remote or hybrid working.

**End users can access their WHC Express line from anywhere using the mobile app.**

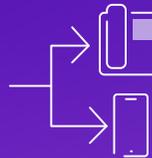
## Additional end user benefits



Straightforward contact management and sharing.



Geographic numbers not limited to local area.



Complete control over call management. Easily take or divert calls as necessary.



Availability even if their main site goes down.



Intuitive voicemail services.



Can be managed via online portal or mobile app.



Port over old numbers.

# What WHC Express means for you

Find out how it can help you grow your business

The simplicity of WHC Express doesn't benefit only your customers. It's also designed to be easy for you to understand and sell. Supported by an intuitive ordering process, you can order new numbers and port existing numbers over in just a matter of minutes.

WHC Express also enables you to tap into a part of the market that isn't best served by more complex, enterprise-grade solutions.

And it's backed by competitive wholesale pricing, with no set-up costs. That means it's easy to get started and to make a success of it.

**Whether you're adding new numbers or porting existing ones, we've made the order process quick and easy.**

## Additional benefits for you

Automated porting when you plug in customer premises equipment (CPE).

Your customers can make changes to their service, taking the load off you.

Can be sold with or without inclusive minutes.

A variety of ways to get your customers connected.

Combine it with our data connectivity solutions, and you can consolidate your suppliers.

# Speak on the move with My Voice

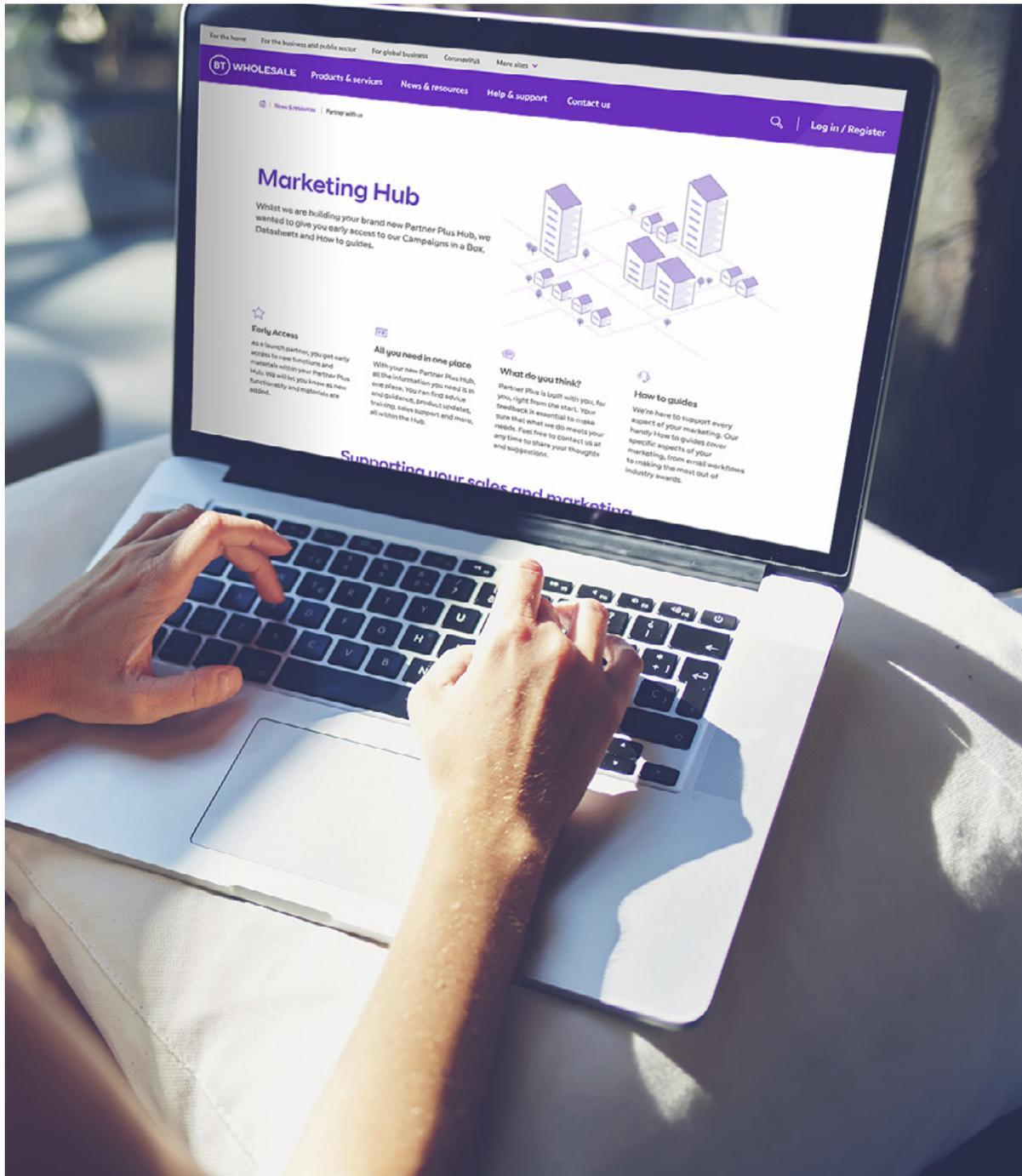
Give your customers the freedom to make and take calls from anywhere

With the My Voice mobile app, your customers can take their WHC Express phone line with them, wherever they go. Available for both Android and iOS, it gives users access to essential features like call waiting, voicemail and call diversion.

After downloading My Voice from Google Play or the iOS App Store, users just need their phone number, company domain name and password to log into their account. They can also log into Business Portal from the app, where they'll be able to see recent calls and tweak call settings.

**The My Voice app is ideal for people who work remotely some or all of the time. No matter where they are, they can use their business phone number.**





# Spread the word with ready-made marketing

Need help to promote WHC Express? You can count on us

As part of our Partner Plus programme, we've made a selection of white-label marketing content to help you tell your customers about WHC Express. This includes a whole campaign-in-a-box.

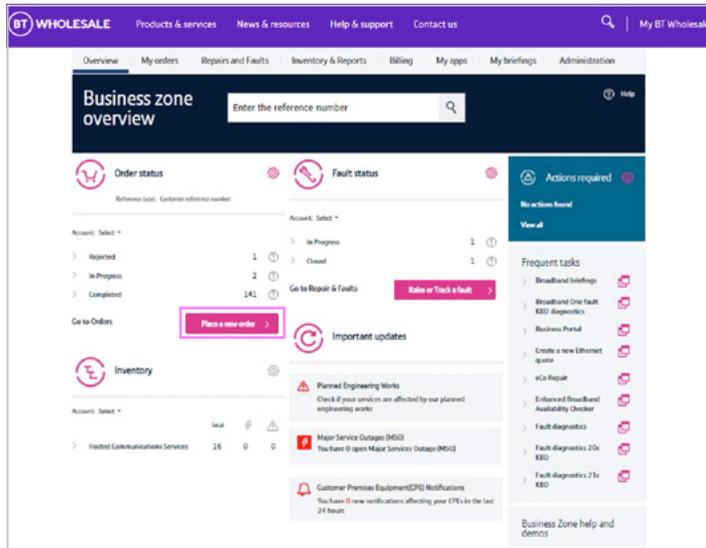
Based on the theme of remote working, this collection of ready-made material includes promotional emails, social media posts, a datasheet and an infographic. These can all be personalised with your logo, or you can simply use them as the basis for your own unique marketing efforts. You can find the campaign-in-a-box in the Partner Plus Marketing Hub.

**Our white-label marketing content can be used as it is, or you can rewrite it to make your own unique materials.**

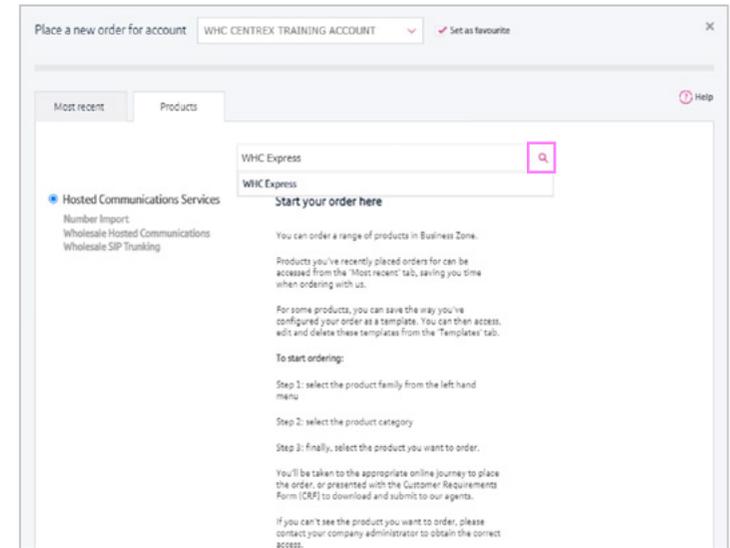
# How to order WHC Express

Placing a WHC Express order is easy. Simply follow the steps in this guide

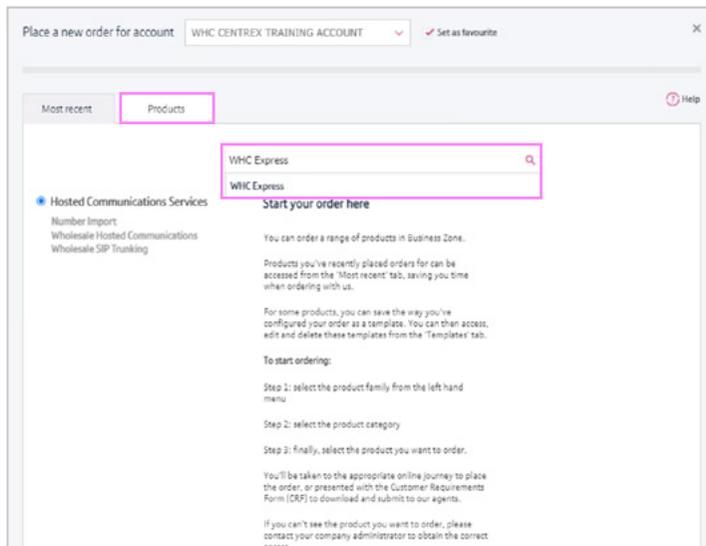
1. Click the **Place a new order** button.



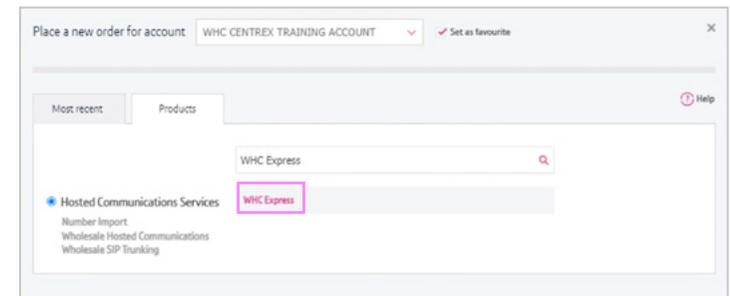
3. Click **Search**.



2. In the **Products** tab, enter **WHC Express**.



4. Click **WHC Express**.



5. Enter your customer's name in the **Company Name** box.

The screenshot shows the 'Order WHC Express: Step 1 of 4' form. The 'Set up Company' section includes the following fields: 'Company name' (highlighted with a pink box, containing 'Comp ABC Ltd'), 'Customer group' (BTWholesaleLearningandDevelopment), 'Sales Tag' (AlphaTrial), 'Company domain' (Enter Company domain), 'Reseller billing reference' (Enter Reseller billing reference), and 'Address' (Postcode, Find). The 'Setup User' section below indicates that 1-10 users can be added to the service individually by clicking the button below.

7. Type your **Reseller billing reference** in the relevant field.

The screenshot shows the 'Order WHC Express: Step 1 of 4' form. The 'Set up Company' section includes the following fields: 'Company name' (Comp ABC Ltd), 'Customer group' (BTWholesaleLearningandDevelopment), 'Sales Tag' (AlphaTrial), 'Company domain' (abccompany.com), 'Reseller billing reference' (highlighted with a pink box, containing 'abc123'), and 'Address' (Postcode, Find). The 'Setup User' section below indicates that 1-10 users can be added to the service individually by clicking the button below.

6. Now enter their website URL in the **Company Domain** field.

The screenshot shows the 'Order WHC Express: Step 1 of 4' form. The 'Set up Company' section includes the following fields: 'Company name' (Comp ABC Ltd), 'Customer group' (BTWholesaleLearningandDevelopment), 'Sales Tag' (AlphaTrial), 'Company domain' (highlighted with a pink box, containing 'abccompany.com'), 'Reseller billing reference' (Enter Reseller billing reference), and 'Address' (Postcode, Find). The 'Setup User' section below indicates that 1-10 users can be added to the service individually by clicking the button below.

8. Enter your customer's postcode in the **Address** box, and click the **Find** button.

The screenshot shows the 'Order WHC Express: Step 1 of 4' form. The 'Set up Company' section includes the following fields: 'Company name' (Comp ABC Ltd), 'Customer group' (BTWholesaleLearningandDevelopment), 'Sales Tag' (AlphaTrial), 'Company domain' (abccompany.com), 'Reseller billing reference' (abc123), and 'Address' (highlighted with a pink box, containing 'OX90U', with a 'Find' button next to it). The 'Setup User' section below indicates that 1-10 users can be added to the service individually by clicking the button below.



13. Choose either **User** or **Admin** for **User role**.

User details: Step 1 of 5

1 User details > 2 Phone number > 3 IP phones > 4 All accessories > 5 Delivery details >

Title \* Mr

First name \* Edward

Last name \* Jones

Email address \* edw@xxxxxxxxxx.com

Contract term \* 1 year

User role \*  User  Admin

User location \*  Onsite  Remote

\* Mandatory field

Next >

15. To add a new number, click **New number**.

User details: Step 2 of 5

1 User details > 2 Phone number > 3 IP phones > 4 All accessories > 5 Delivery details >

Number type \*  New number  Ported number

\* Mandatory field

< Previous

Next >

14. Select **Onsite** or **Remote** for **User location**. This is the user's primary location. Click **Next**.

User details: Step 1 of 5

1 User details > 2 Phone number > 3 IP phones > 4 All accessories > 5 Delivery details >

Title \* Mr

First name \* Edward

Last name \* Jones

Email address \* edw@xxxxxxxxxx.com

Contract term \* 1 year

User role \*  User  Admin

User location \*  Onsite  Remote

\* Mandatory field

Next >

16. Enter a **Location name or code**. Click **Confirm**.

User details: Step 2 of 5

1 User details > 2 Phone number > 3 IP phones > 4 All accessories > 5 Delivery details >

Number type \*  New number  Ported number

Location name or code \* Chester

In order geographic phone numbers starts with a specific location code, please enter code here. For non-geographic numbers, please enter either a location code or the code of the number plan. As you start typing, instant suggestions, where the search.

Remove

Confirm >

\* Mandatory field

< Previous

17. You can now see the allocated number. If you want to change it, click the **Change** button.

The screenshot shows the 'User details: Step 2 of 5' interface. It has a progress bar at the top with steps: 1 User details, 2 Phone number, 3 IP phones, 4 All accessories, and 5 Delivery details. The 'Phone number' step is active. The form contains the following fields: 'Number type\*' with a dropdown menu showing 'New number' (checked) and 'Ported number'; 'Location name or code' with the value 'Chester 01244'; 'Number type' with the value 'New'; 'Telephone number' with the value '01244267563' and a 'Change' button next to it; and 'Extension\*' with the value '7563'. At the bottom, there is a 'Mandatory field' indicator, a '< Previous' button, a 'Remove' button, and a 'Next >' button.

19. Under **Select an IP phone as required**, choose a model of phone, then click **Next**.

The screenshot shows the 'User details: Step 3 of 5' interface. The progress bar now shows '3 IP phones' as the active step. A dropdown menu titled 'Select a IP phone as required\*' is open, listing options: 'Cisco ATA 191', 'Cisco ATA 192', 'Polycom VVX 150', 'Yealink T31G' (highlighted), 'Yealink W53P', and 'My Voice app only'. To the right of the dropdown, there is a description for the 'Yealink T31G' and an image of the phone. At the bottom, there is a 'Mandatory field' indicator, a '< Previous' button, a green checkmark icon with the text 'You've added this phone.', a 'Remove' button, and a 'Next >' button.

18. When you're finished, click **Next**.

This screenshot is identical to the one in step 17, showing the 'User details: Step 2 of 5' interface. The 'Change' button next to the 'Telephone number' field is now highlighted with a pink box, indicating it should be clicked to proceed to the next step.

20. Choose accessories, under **Select the accessories as required**, then click **Next**.

The screenshot shows the 'User details: Step 4 of 5' interface. The progress bar now shows '4 All accessories' as the active step. A dropdown menu titled 'Select the accessories as required\*' is open, listing various accessories: 'Jabra BIZ 2300 - Duo MC/Phone', 'Jabra BIZ 2300 - Mono MC/Phone', 'Jabra Speak 5 10 - Speaker', 'Polycom VVX P50', 'Yealink T20 PPH', 'Yealink CP-7000 Speaker', and 'Yealink W53P'. At the bottom, there is a 'Mandatory field' indicator, a '< Previous' button, and a 'Next >' button.

21. Confirm the delivery address. If it's wrong, click **Change**.

User details: Step 5 of 5

1 User details > 2 Phone number > 3 IP phones > 4 All accessories > 5 Delivery details

Delivery details

Title\* Mr

First Name\* Edward

Last Name\* Jones

Company Name\* Comp ABC Ltd

Mobile Number (Tracking SMS) Enter Mobile Number (Trackin

Address\* 123 Main Street, Business Pa, Saris, Chester, CH1 1JQ **Change**

Delivery contact at site

Title\* Mr First name\* Edward Last name\* Jones

Delivery instructions Enter delivery instructions

0/100 characters

\*Mandatory field

< Previous Confirm & close >

23. Check everything is correct, then click **Submit order**.

Configuration Billing Activation Review

Step 1: Configure your order (Order reference: BTWNEM996)

Set up Company

Company name\* Comp ABC Ltd

Customer group\* BT/Wholesale/Engineering/Development

Sales Tag\* Alpha700

Company domain\* abccompany.com

Reseller billing reference JN-123

Address\* 123 Main Street, Business Pa, Saris, Chester, CH1 1JQ **Change**

Setup User

1-10 Users can be added to the service individually by clicking the button below.

**Add User**

You've added WPC Express User to this Company

Title	First name	Last name	Email address	Phone number	User role	User location	Edit	Delete
Mr	Edward	Jones	edward@compabc.com	01244 167561	<b>Admin</b>	User	Circle	X

Cancel **Submit order >**

22. Click **Confirm & close**.

User details: Step 5 of 5

1 User details > 2 Phone number > 3 IP phones > 4 All accessories > 5 Delivery details

Delivery details

Title\* Mr

First Name\* Edward

Last Name\* Jones

Company Name\* Comp ABC Ltd

Mobile Number (Tracking SMS) Enter Mobile Number (Trackin

Address\* 123 Main Street, Business Pa, Saris, Chester, CH1 1JQ **Change**

Delivery contact at site

Title\* Mr First name\* Edward Last name\* Jones

Delivery instructions Enter delivery instructions

0/100 characters

\*Mandatory field

< Previous **Confirm & close >**

24. Check the billing details, and add more contacts if you need to. Click **Next**.

Configuration Billing Activation Review

Step 2: Review billing account and address (Order reference: BTWNEM996)

Legal entity details: WPC CENTRE TRAINING ACCOUNT

Billing account details

Billing account number 0455820706

Billing address B1 Town, The Second, Saris, West Gwergar, SA1 2AD

Billing type Electronic Bill

Order contact details

Name KJ@compabc.com

Email address kj@compabc.com

Contact 01244 1333

Additional contacts (optional)

Email address 1: paul@compabc.com

Email address 2: edward@compabc.com

< Previous Cancel **Next >**

25. Confirm when you want the service to be activated. If you need to change the date, click the **Change Activation Date** button.

Overall live date and time	Activation Time	Activation Date
Company: Comp ABC Ltd	08:30	13 Jul 21
WIK Express User: Edward Jones	08:30	13 Jul 21

27. Finally, look over all the details. If everything is right, click **Place this order**.

Customer reference: Comp ABC Ltd  
Company details: WIK CENTREX TRAINING, ACCOUNT  
Order contact details: Name: Kyle, Email: kyle@compabc.com, Phone number: 01223333333  
Billing information: Billing account number: 043320104, Billing address: 20 Street, The Strand, Woking, Surrey, GU24 0AH, Billing type: Electronic Bill

26. Use the Select date calendar to choose a new date. Click **Next**.

Select date: July 2021  
13 Jul 21 is selected.

## Watch the order process in action

We've also recorded the order process for you. Click the button below to watch the video.

[Watch the order process >](#)

# WHC Express FAQ

## **My customer just needs a simple dial tone replacement to migrate their PSTN line to IP voice. What's the right solution?**

WHC Express is the ideal IP voice replacement solution for traditional single-site, single-line PSTN customers. It provides all the essential voice features highly valued by small business customers.

## **Why would I use a WHC Express licence rather than a Wholesale Hosted Communications (WHC) Foundation licence?**

WHC Express is available at a great price with a full feature pack that enables easy IP migration conversations with your customers. The order journey is optimised to make the cost of sale as low as possible for simple PSTN deployments, with porting enhancements to provide a seamless migration experience.

## **Can I downgrade my customer from WHC Foundation to WHC Express?**

No, you will only need the WHC Express licence should your customer have a single site with a single PSTN line and no requirements above simple voice features. If they have any requirements above this, WHC Foundation is the appropriate solution for your customer.

## **Can I upgrade my customer from WHC Express to WHC Foundation?**

This isn't currently part of our plans, but we'll be working to integrate the upgrade journey experience, should your WHC Express customer expand their business in phase 2.

## **If so, will my customer retain all the same functionality?**

The feature list differs between WHC Express and WHC Foundation due to the use case requirements, so be sure to check which is best for your customer.

## **Why is WHC Foundation priced similarly to WHC Express without voicemail?**

WHC Foundation enables your customer to take their next step with integrating collaboration. The Webex softphone dialler is included across your customer's devices so they can make and receive calls without or alongside a desk phone. In addition to this, your customer also benefits from site-level features like auto attendant, hunt groups and so on.

## **Can users with a full WHC solution use the My Voice app?**

No, the My Voice App has been designed specifically with single-site, single-line user requirements in mind. The full WHC solution has Webex integrated, which enables your customers to take that one step further with enhanced collaboration capability in the cloud.

### **Do I need to order a phone for each customer's WHC Express licence?**

Yes, we are launching physical phones and DECT phones as part of our CPE package. The ATA option is intended to be used only if a customer wishes to retain an existing handset. We recommend ordering an IP phone for a future-proofed solution.

### **Is there a minutes package available with the WHC Express licence?**

Yes, minutes will be charged as per your existing rate card agreement for the wider WHC solution. Should you be on-boarded for PAYM, your customers will benefit from inclusive UK minutes, taking the risk away from exceeding call usage charges.

### **Can I add other features to WHC Express?**

No, the WHC Express is designed to be a simple PSTN voice replacement solution for customers who need basic dial tone replacement features. Should your customer need additional functionality or features, the wider WHC solution will be required.



#### **Useful links**

[Partner Plus sign-up page >](#)

[Introducing our new APIs >](#)

[Introduction to WHC Express >](#)

[Logging into My BT Wholesale >](#)



# Making the most of WHC Express

Partnerships shouldn't be hard work, so we're making it even easier to work with us

As well as giving your customers an easy path to all-IP voice, WHC Express is designed to be cost-effective for you and simple to order. But you can make things even easier by using our APIs and pairing WHC Express with one of our high-speed connectivity solutions.

## A seamless connection with your business

There's never been a better time to work with us. As well as our new partner programme, we're actively developing and releasing brand-new APIs. These enable you to integrate your systems into ours, giving you the freedom to work in a way that suits your business best. You can even use our APIs to offer your customers a self-service portal with your own brand.

## A winning combination

To get the most from WHC Express, it should be paired with a reliable data connection. Broadband One is ideal. This new managed service lets you offer your customers speeds of up to 1Gbps, with connectivity options including SoGEA and fibre to the premises (FTTP). So you can future-proof your customers' businesses, ready for the 2025 switch-off.



# Why choose us for IP voice?

- We have the network the UK relies on, with 99.999% availability.
- Our network of cybersecurity experts provides 24/7, all-year-round protection for you and your customers.
- We invest more in research and development than any other telecommunications company in the UK.
- Our fibre broadband and mobile networks reach more users than anyone else's.
- We spend more than £3.7 billion on our network every year.
- We do all the heavy lifting, managing and developing solutions, so you can focus on your customers.

# What next?

The information in this guide is designed to help you get off to the best possible start with WHC Express. But if you have any questions or need any help, please get in touch with your account manager.

Call: 0800 671 045

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

Visit: [btwholesale.com/whc-express](https://btwholesale.com/whc-express)



## Offices Worldwide

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