

BT WHOLESALE HOSTED CENTREX VERTICAL USE CASE

MANUFACTURING

Challenges

- Traditional phone systems (PBX) are becoming increasingly unreliable and harder to maintain.
- Finding budget for the significant 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 lacks analytical tools, such as the ability to show the number of abandoned and missed calls at different times of day.

Solution

- Investing in fibre network connectivity to run the data systems required between all locations and private/public data centres. BT Wholesale's Wholesale Hosted Centrex (WHC) runs across the same fibre internet connections.
- The only new equipment required are pre-configured IP desk phones which the 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/flexible workers. The App allows at-a-glance presence availability so staff can easily communicate with one another via Instant Messaging or voice calling over mobile data networks. Calls are free of charge when using the App.
- WHC integrated Call Centre provides customer call treatments, including a company welcome message, in-queue messages and skills-based routing which will put the caller through to the appropriate Customer Service Rep.
- The Customer Services Manager can analyse and manage customer service anytime of day or night using the self-service Business Portal, with daily reports delivered by email.

Benefits

Analytics to measure and improve customer service

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

Manage your business calls, from wherever you are

- 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 are now in closer contact with customers and employees – helping improve information flow, decision-making and ultimately delivering better customer service.

Long-term flexibility to meet your changing needs

- Admin can use the Business Portal to configure new users in a matter of minutes, compared to the time-consuming method of previously adding and moving extensions.
- Staff can take IP phones home if they need to work from home or use the Remote Office functionality or UC Office App on their laptop, tablet or mobile device.
- Software upgrades are made in the Hosted and automatically delivered to the customer.

Save on set-up and maintenance costs, as well as call costs

- The cost of implementing a WHC solution delivered a <1 year Return on Investment (ROI) 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 you can get on with running operations.

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Registered office: 81 Newgate Street, London,
England EC1A 7AJ.

For more information call

0800 671 045

www.btwholesale.com/whc

