

Hosted Contact Centres



Now it's time to try
HCC for yourself!

You've probably read bits and pieces about our Hosted Contact Centres (HCC) and how great we think it is.

However, you don't have to take our word for it. Why not find out for yourself? And the best way to do that is to move over to our cloud-based solution for all of your inbound and outbound contact centre needs.

Just think about the
benefits this would
bring:

- CEOs and business owners can concentrate on growing revenues rather than worrying about technology.
- Customer Service Directors have real-time control and real-time insight.
- CFOs have the peace of mind that costs can scale with revenue growth.
- Agents can access the right tools to do their job.
- Supervisors can take back control of their Contact Centre.



Key features



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 of the advanced features you need. HCC is delivered 100% from the cloud – which means you have a scalable voice capacity: you 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.



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 to control the quality of the customer interaction.



Call Recording

Recording phone conversations is a compliance requirement in some businesses – and a choice that other businesses make to improve agent performance and customer satisfaction.

Whatever the situation, HCC manages your call recordings effectively. Files are available via a secure website within seconds of call completion.



IVR

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



Email

The 'digital customer' is maturing rapidly. Email now accounts for over 20% of global customer interactions and will keep growing over the next three to five 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 that they are more productive and can manage blended multi-channel campaigns quickly and more accurately. It also means that you can prioritise your customers, regardless of which channel they use to contact you.



Key features



Web chat

Web chat is one of the most rapidly growing communication channels, with some industry experts predicting that it will be more important to the customer experience than social media. It's easy to put web chat on your website – it comes bundled with the standard HCC solution. 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 its 'command 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 in minutes. There are no lengthy delays caused by working through IT departments or third 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 for contact centre performance, customer satisfaction and sales. HCC's combination of live reporting with real-time control enables you to respond immediately to changing 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 third party applications and external systems. HCC's Application Programming Interface (API) enables contact centres to integrate securely with key supporting systems such as CRM, SMS and Payment Gateways, or third party reporting systems.

Why choose BT Wholesale's HCC?

Our HCC solution is different from other existing UK products. It's unique for the following reasons:

- **It's linked to BT's core network.** This delivers secure cloud innovation, 99.999% uptime and superior voice quality.
- **It has a single, highly competitive licence fee for everything.** Other products in the marketplace are priced as modules – which makes the end solution both complex and expensive.
- **It offers unrivalled value for money.** We haven't yet found a competitor that can match the capabilities of our HCC, along with a market-leading price.



The information in this publication was correct at time of going to print. We may make minor alterations to the specifications of products which do not affect their performance, and may vary prices and delivery charges.

The telecommunications services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms part of any contract.

© British Telecommunications plc 2015.
Registered office: 81 Newgate Street, London, England EC1A 7AJ.

PHME 78114

Issue: 1_0616

Email clientreception@bt.com or call

0800 671 045

www.btwholesale.com/hcc-for-you