

Case study

## BT Cloud Contact

# Global cloud contact centre platform finds favour with BT and its customers alike

In achieving service excellence BT faces exactly the same contact centre challenges as its customers: for example, cutting costs, improving efficiency, and enabling agents to work anywhere across the planet. Deeper customer intimacy, faster time to answer, and improved first contact resolution rates are just some of the desired outcomes.

Those things were front-of-mind when BT developed the Cloud Contact architecture with Enghouse Interactive. Bringing exactly the same benefits to BT as to its customers, BT Cloud Contact has been adopted by BT divisions worldwide including Conferencing, Business Ventures Online, and Global Customer Service Operations.

“The speed of deployment and flexibility of BT Cloud Contact makes it the perfect choice. It’s fast becoming the preferred option for BT and customer contact centres around the world.”

Luc Puylaert, Senior Product Manager, BT Global Services



Working together

## Case study

### BT Cloud Contact

“The message is simple – BT uses what it sells. This not only enables us to transform our own operations, but also allows us to showcase the benefits of our products and services in a demanding global environment.”

Neynes Ladha, Programme Director, Chief Information Office, BT Group

## BT Cloud Contact provides a rock solid platform for BT operations around the globe and around the clock

### Keeping ahead of the competition

For many millions of UK customers, as well as tens of thousands around the world, contact centres are at the core of their conversations with BT. Managing communications with that huge audience – surely and securely – gives BT unbeatable contact centre expertise. However, having traditionally used on premise contact centre hardware, the emergence of cloud-based solutions offered BT the chance to replace that architecture with a flexible, scalable, and integrated alternative.

To get ahead of the game for itself and its customers, BT worked with Enghouse Interactive – a leading supplier of customer interaction management software – to develop Cloud Contact. A hosted multimedia solution needing no onsite hardware, BT Cloud Contact can be deployed in weeks and scaled in days. Furthermore, its cloud-based nature virtually eliminates capital expenditure using a predictable pay-as-you-go pricing model.

Four separate but interconnected hosting locations – London, New York, Hong Kong, and Dublin – as well as access gateways in Latin American and South Africa, give BT Cloud Contact assured reach and resilience. The service can be delivered as a standalone solution or can overlay an existing contact centre infrastructure. In either case it provides comprehensive facilities for internet-connected virtual agents to work anywhere in the world.

Customers already using the BT Cloud Contact platform include global brands such as GlaxoSmithKline, Fiat Group Capital, and

Standard Life as well as UK-based businesses such as Nuffield Health. Those companies have joined the many BT divisions – some described below – using Cloud Contact to keep ahead of the competition.

### BT Business Ventures Online

BT Business Ventures Online, an evolution of the BT Directories business, is responsible for the marketing of bespoke website and search marketing solutions for SMEs across the UK. It has a blended inbound and outbound contact centre operating predominantly from sites in Bradford and Glasgow.

A BT Cloud Contact platform enables these separate UK sites to function as a single virtual contact centre, enhancing customer experience. Steve Wadsworth, Demand Manager at BT Core Enterprises, says: “Key drivers for moving to BT Cloud Contact were the flexibility to create a seamless virtual contact centre across multiple sites, including external partners, and feature rich functionality, allowing us to tailor inbound customer call routing across multiple telemarketing channels. Optional bolt-on features such as predictive dialling also mean that the platform can grow and develop as we require new functionality.”

As well as improving contact centre efficiency across both inbound and outbound services, BT Cloud Contact has also helped enhance business resilience. For example, by enabling agents to work from home when poor weather disrupts travel to work.

“The platform is much more flexible than other options,” adds Steve, “and it’s easy to configure and simple to administer. There are

some great features too, such as call recording and the live whisper facility which allows in the moment coaching; vital management tools for quality control and performance feedback.”

### BT Conferencing

A leading global provider of audio and video collaboration services BT Conferencing employs some 1,000 people, with principal offices in London, Boston, Denver, and Sydney. It operates a BT Cloud Contact solution for customers requiring sales or support. That virtual contact centre has some 300 registered agents around the world, with up to 100 concurrently available to deal with more than 1,100 calls daily.

Calls vary in nature, ranging from reservations for managed conferencing services to advice on how to change a password. Each requires careful routing to reach the right agent able to speak the caller’s language. There are other business benefits too. BT Cloud Contact offers greater business resilience since agents can operate anywhere, even on a soft phone. The platform also provides BT Conferencing with complete performance visibility through a suite of standard reports integrated with the division’s global data warehouse.

“BT Cloud Contact supports our people wherever they are and it’s given us the ultimate in call routing flexibility, helping us transform our service,” says Rob Mohn, Senior Service Development Manager at BT Conferencing. “For example, within the first month of implementation speed of answer improved by 35 per cent.” Future BT Conferencing plans are to introduce BT Cloud Contact multimedia capabilities such as web chat and email.



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## BT Global Customer Service Operations

BT Global Services manages major contracts for corporate and public sector organisations, and Global Customer Service Operations (GCSO) is the first point of contact for the division’s customers. Around 400 registered agents work in GCSO contact centres in Germany, Hungary, France, Turkey, South Africa, Brazil, Chile, the US, and India. Running on a BT Cloud Contact platform, this virtual organisation has made possible step changes in efficiency and quality of service.

Eduardo Filippi, Senior Service Assurance Manager for GCSO in Brazil, says: “BT Cloud Contact is extremely flexible, which means our agents can be based anywhere. Management information is far superior, disaster recovery provisions are much enhanced, and we’ve saved the support cost of our old premises-based system.”

Moreover, flexible call routing and integrated reporting improves business efficiency, enabling resources to be optimised to match demand. In addition, advanced call recording facilities have enhanced performance monitoring and service assurance capabilities.

“An integrated virtual team is able to deliver the same consistent level of customer service worldwide,” says Johannes Fassbender, Senior Product Manager at BT Global Services. “It means GCSO can collaborate on a global scale, making good our promise to follow the sun.”

## Value

Designed as an IP-based multi-tenant platform, BT Cloud Contact offers a wide range of facilities including ACD, IVR, CTI, predictive dialling, and multimedia recording as well as reporting and management tools to enable self-administration. Rules-based queuing and routing is provided for all contact types – phone, video, email, chat, and more – tracked and managed through one database and one set of reports. Customers can also choose to either use a BT provided CRM tool or their own CRM system, integrated through BT Cloud Contact Connectors and APIs.

The flexibility and scalability of the BT Cloud Contact platform is helping BT operating divisions respond rapidly to changing business needs. In particular its pay-as-you-go commercial model and ease of implementation make it ideal for niche applications in far-flung corners of the

world. Equally, its assured availability and low deployment risk suit it to multinational and government-scale operations.

Alex Black, Chief Technology Officer at Enghouse Interactive, says: “The growth in BT Cloud Contact deployments has been phenomenal, and there can be no better endorsement than BT itself using the platform. Having key BT service and sales organisations as customers also provides the BT Cloud Contact product team with timely direct feedback on both platform performance and CRM market requirement evolution – acting as an innovation centre to help us direct the development of the platform and the product proposition.”

In this respect BT and Enghouse Interactive are continuing to collaborate on development of the BT Cloud Contact platform to ensure that it stays at the leading edge of cloud-based contact centre technology.

Neynes Ladha, Programme Director at the BT Group Chief Information Office, concludes: “The message is simple – BT uses what it sells. This not only enables us to transform our own operations, but also allows us to showcase the benefits of our products and services in a demanding global environment.”

## Core services

- BT Cloud Contact next-generation virtual contact centre architecture powered by Enghouse Interactive



## Offices worldwide

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