



BT experience with IP architected contact centres.  
Milano – 15 Giugno

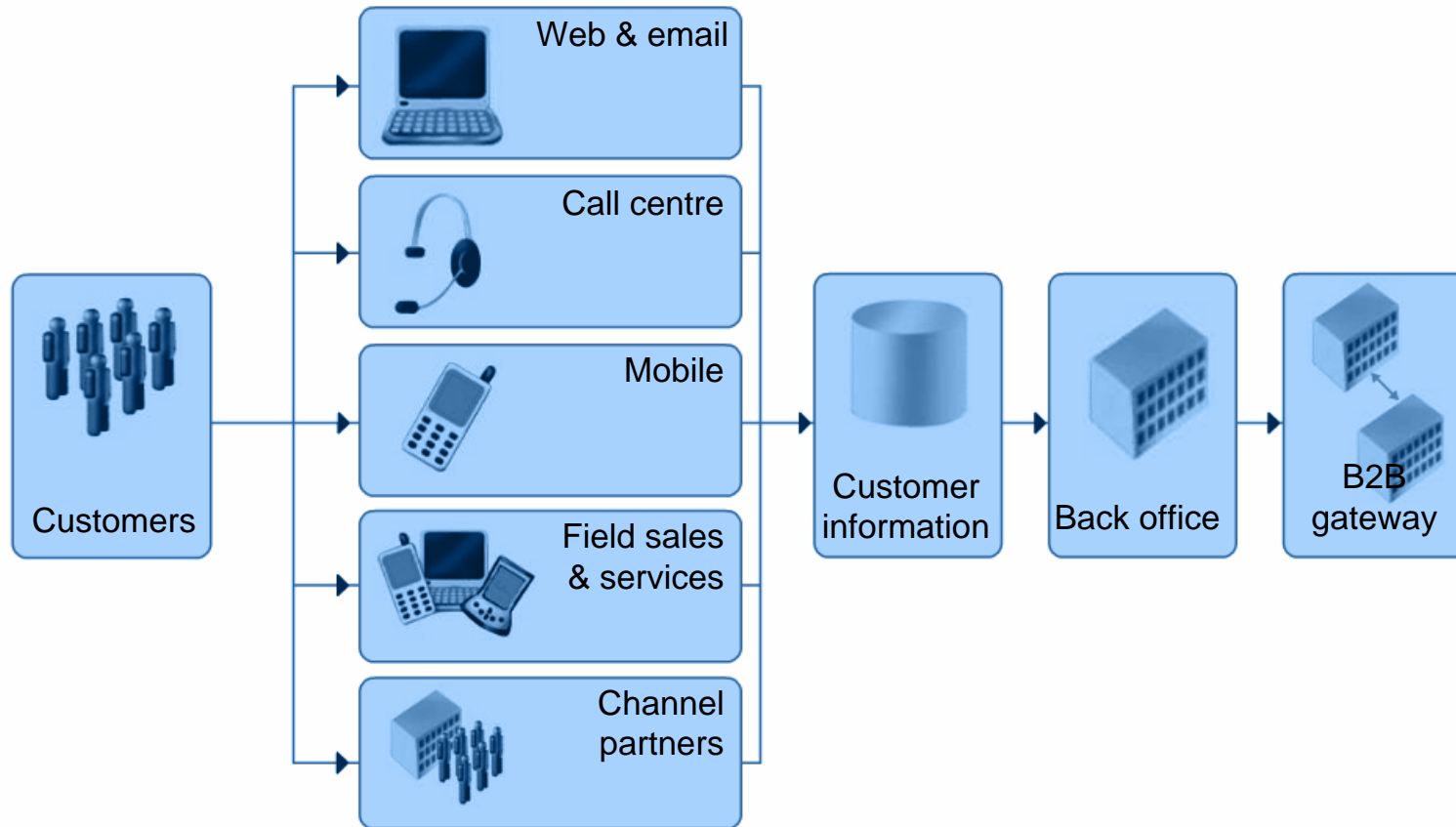
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BT Global Services



# Our first experience was....ourselves



# A multi-channel approach to CRM



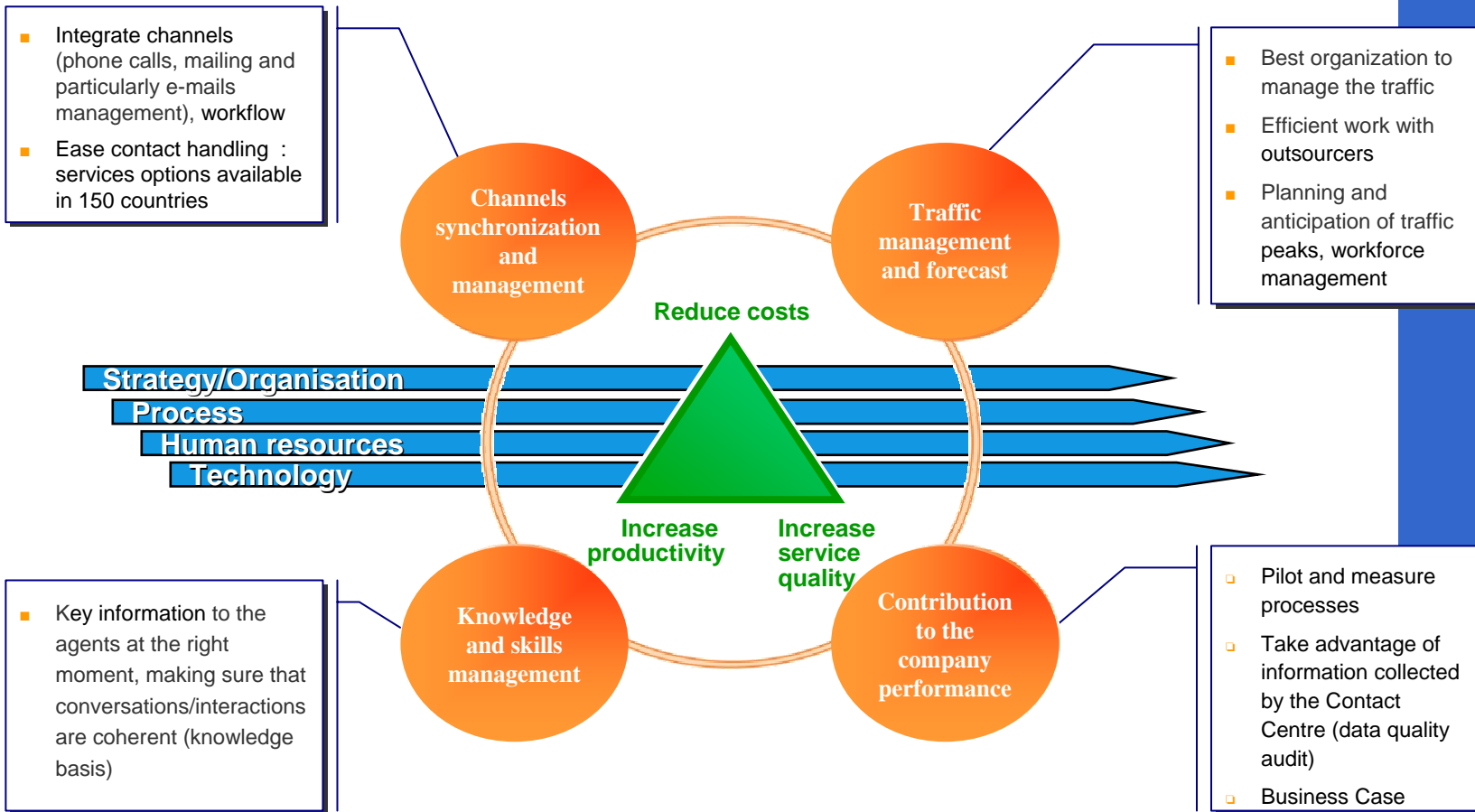
# How far have we come?

From the most hated public company in the UK in 1982 to....

- Independent research of 14,000 consumers per month
- Are they satisfied?
  - 90% residential consumers satisfied overall
  - 89% satisfied with installation
  - 80% happy with repair service
  - 91% satisfied with operator services

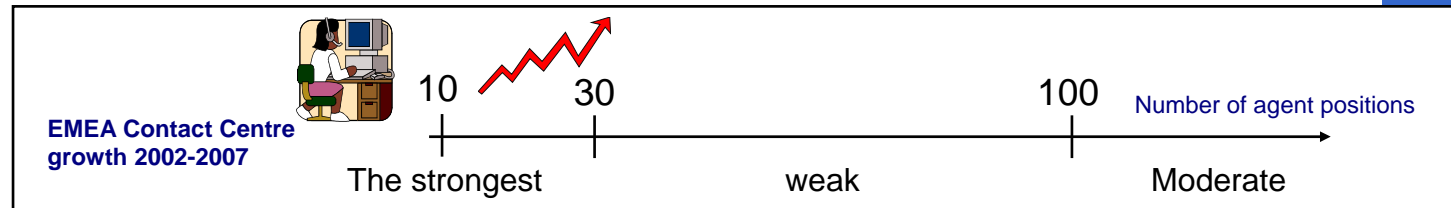


# 4 key drivers of remote customer relationship management



*This 4 key focus areas are to be used operationally at each step of customer contact*

# Concentrated growth on small sized Contact Centres



- ❑ Need for simple Contact Centre solutions, with quick and low-cost implementation
- ❑ IP solution development
- ❑ Evolution to hosted Contact Centre

- ❑ Improvement of operational efficiency : centralized reporting and monitoring, important network control
- ❑ **Multimedia solution development**
- ❑ **Evolution to « virtual » networked contacts centres** (churn reduction, cross selling and up-selling improvement)

## Contact Centres market main trends :

- **Strong development of networked and hosted C2**
- **Multimedia and IP development**
- **Growth of outsourcing / offshoring**



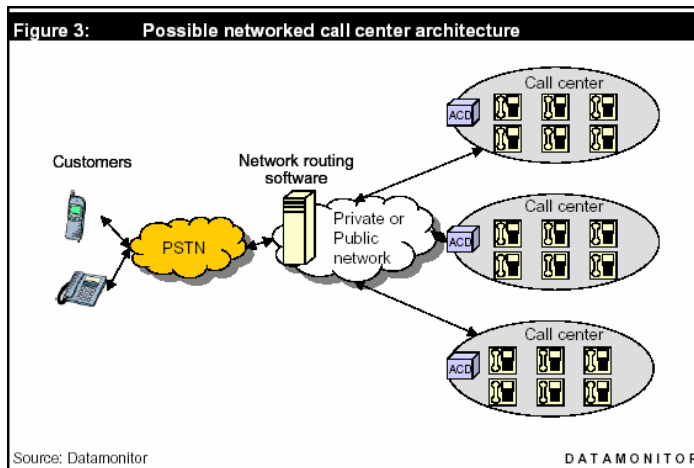
LEGEND  
actors concerns

# Growth of networked and hosted C<sup>2</sup>

- **Networked C<sup>2</sup> with dedicated infrastructure**

- Part of routing applications (ACD and sometimes CTI, IVR applications) are hosted on the public or private network

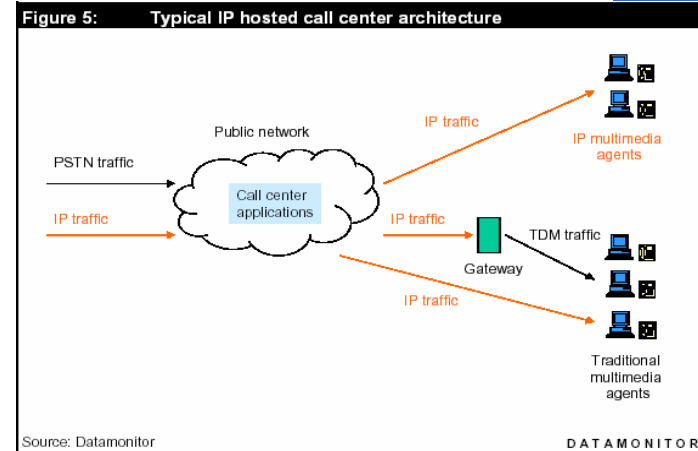
⇒ **Network routing at site level**



- **Hosted C<sup>2</sup> (ASP mode)**

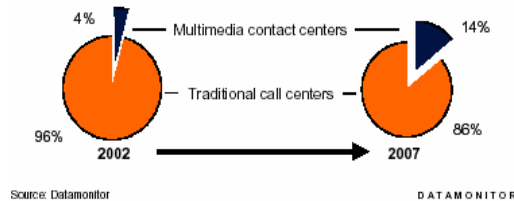
- All the routing strategy is hosted and shared in the network

⇒ **Network routing at agent level**



- ***This market will grow to the detriment of traditional C<sup>2</sup> solutions :***
  - *Traditional hosted C<sup>2</sup> have less advantages than other IP-VPN solutions*
  - *It is more difficult for Telco's to be profitable on traditional solutions because of the decreasing minute price among competition.*
- ***This will be true particularly among large companies with several Contact Centres***

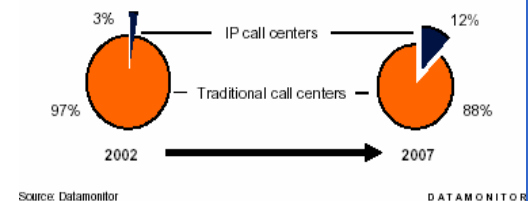
# Growth of multimedia and IP Contact Centre



C² multimedia EMEA market

	2002	2007
Multimedia C²	143	779
C² based on IP architecture	107	722

Evolution in France



IP C² EMEA market

-For 2007 => 5 000 multimedia Contact centres in the EMEA market, equating to 14 % of Contact Centres in this market.

**In France, the number of multimedia C² will be multiplied by 5 (from 143 to 779, 2002-2007 period)**

Multimedia Contact Centre definition : Call centre in which at least two channels of communication, including voice, are routed to the agent using the same business rules.

-For 2007 => 4500 C² in the EMEA region based on IP architecture (45 % growth rate).

**In France, the number of IP C² will be multiplied by 7 (from 107 to 722 C², 2002 to 2007 period)**

***The number of multimedia and IP architecture Contact Centre in the EMEA zone is in full expansion.***



# Future



**“By 2005, one third of call center seats will use network-hosted technology.”**

**– Ovum**

# Sectors : Major concerns and trends

## Outsourcing

- Strongest growth rate

- Unified and accurate Reporting, Monitoring and management high customer expectations, **Global solutions**
- **IP** : 1<sup>st</sup> sector where this technology was embraced
- Offshoring

## Public Sector

- 2<sup>nd</sup> strongest growth rate

- **Hosted solution** because small C<sup>2</sup> with simple technologies
- **Networked CC**

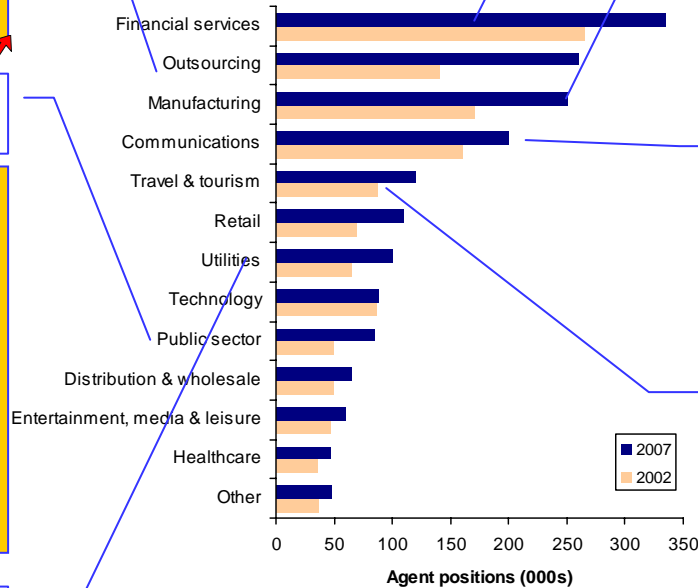


Example of a new project :  
Allo Service public « 3939 » :  
unique dial number for the  
administration

Generalization of that on the  
way

## Utilities (oil, gas, water)

- **Strong networked call centre expectations because of the globalisation trends**
- More and more complete C<sup>2</sup> offering up-selling and cross-selling features



Agent positions by vertical markets EMEA  
2002-2007

Source : Datamonitor, 2002

## Financial Services

- Growth declining but remains the 1<sup>st</sup> market



- Looking for better QoS and a more personalized customer service

## Manufacturing

- Good potential especially concerning automotive industry and retail



- Low cost solutions for small size centres
- For car and pharmaceutical sector **multisite networked C<sup>2</sup>** allowing management of different language and skills/competencies

## Communication

- Mature market, weak growth



- Standard and cheap platform
- Churn rate reduction
- Increase ARPU (Average Revenue per User)

## Travel & Tourism

- Growth rate slightly under the average



- Sector that rapidly adopted web contacts.
- Airlines :
  - Strong need for networked C<sup>2</sup>
  - High priority on routing based competencies (multilingualism)
  - Need(of trustful) for trusted partnership and security reinforcement
- Travel agencies
  - Looking for hosted and networked C<sup>2</sup>

## LEGEND

Major players' concerns and trends

# Hosted IP – architected Contact Centres

- “IP-based networked call centre: fully hosted IP-architected call center solution, in which all routing takes place on the networks and calls and data are distributed through an IP network to soft-phones on the premises. In terms of installed base, the leading provider of this technology in EMEA is CosmoCom, Which has a partnership with BT”. (*Data monitor 2002*)
- Datamonitor expects this market to grow rapidly (CAGR between 2001 and 2007: 73%). This concerns SMEs wishing to set up new call centers (single or multi-site) without having to invest in premise equipment, companies wishing to network and ‘virtualize’ a number of IP-architected call centers, and companies wishing to turn branch locations into ad-hoc call centers.

# Benefits...Experts' view

- Universal routing and queuing: the existence of a single network makes this considerably easier;
- Integrating new channels easier
- Flexibility – IP both helps to facilitate distributed call centers and makes it easier to expand existing centers.
- Reduced total cost of ownership (TCO). Cost savings will depend of company profile: Those who use multiple sites and those planning to use new communication channels will greatly benefit from IP contact centres

*Datamonitor, october 2003*

# 2 complementary products

## MCC/CCS

- Accueil et distribution mondiale des contacts, outil de routage et de distribution, SVI (serveur vocal interactif) hébergés dans le réseau BT

-Routage et distribution intelligente des contacts multimédia (courrier, fax, e-mail, téléphone) en fonction de la stratégie de routage désirée par le client en temps réel  
-Outils de reporting en ligne

**-Facturation** : service facturé à l'usage, mode ASP

**-Avantages clients :**  
-Pas d'investissement  
-Évolutivité de la solution

**-Technologie** : Cosmocom

**-Cibles** : centres de contacts multisites recherchant une facturation à l'usage

## Contact Central

-Centre de contact prépackagé installé chez le client ou on demand

-Distribution multisite des contacts multimedia (courrier, fax, e-mail, téléphone)  
-Outils de reporting  
-Possibilité de générer des campagnes de mailing

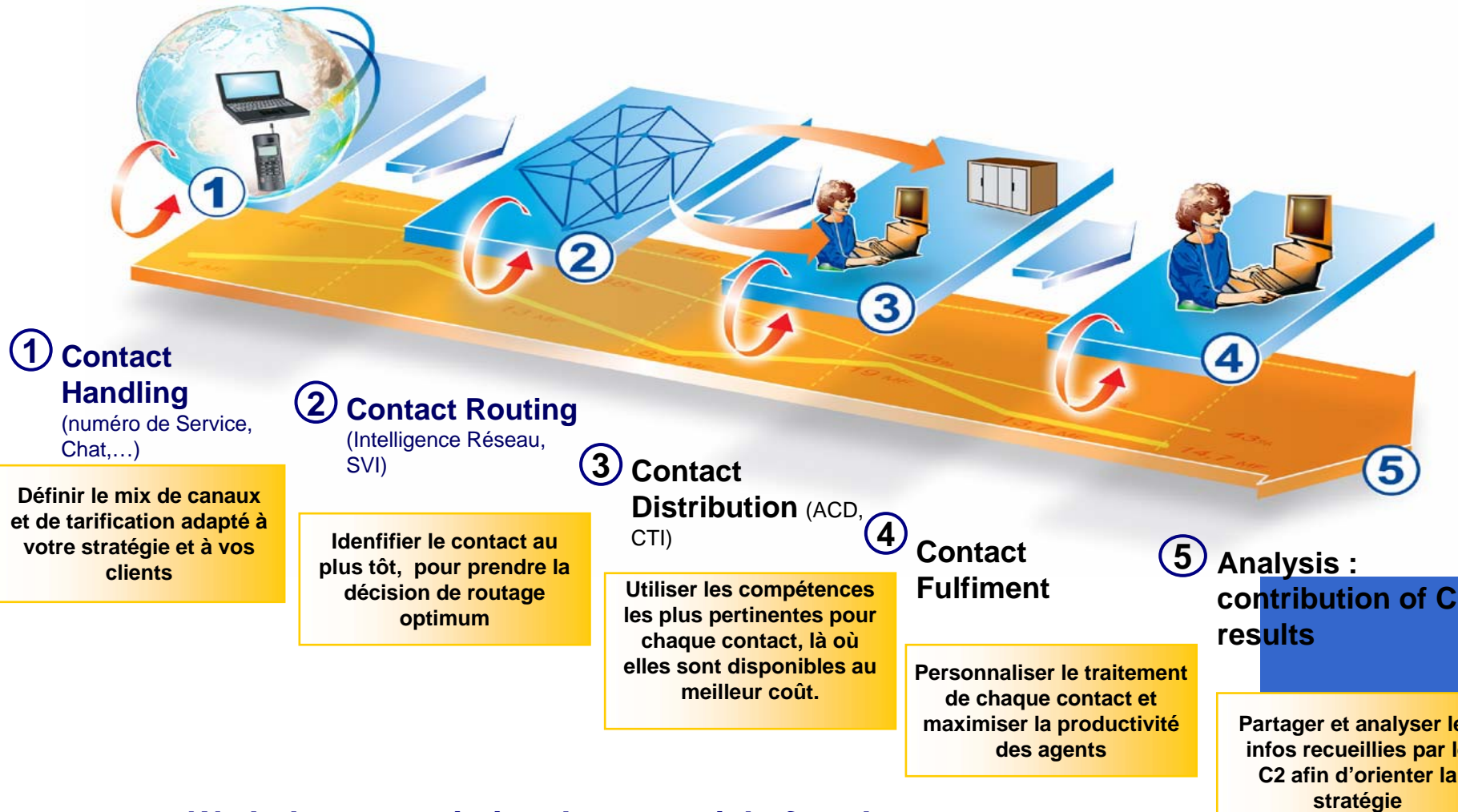
**-Facturation** : le client achète toute la solution (software et hardware)

**-Avantages clients :**  
-rapidité d'implémentation ( 6 à 8 semaines)  
-Solution clé en main

**-Technologie** : Cosmocom et Siebel, pré-intégrés

**-Cibles** : centres de contacts multisites, pré-intégrés Siebel

# Optimise the potential of each contact right from the source



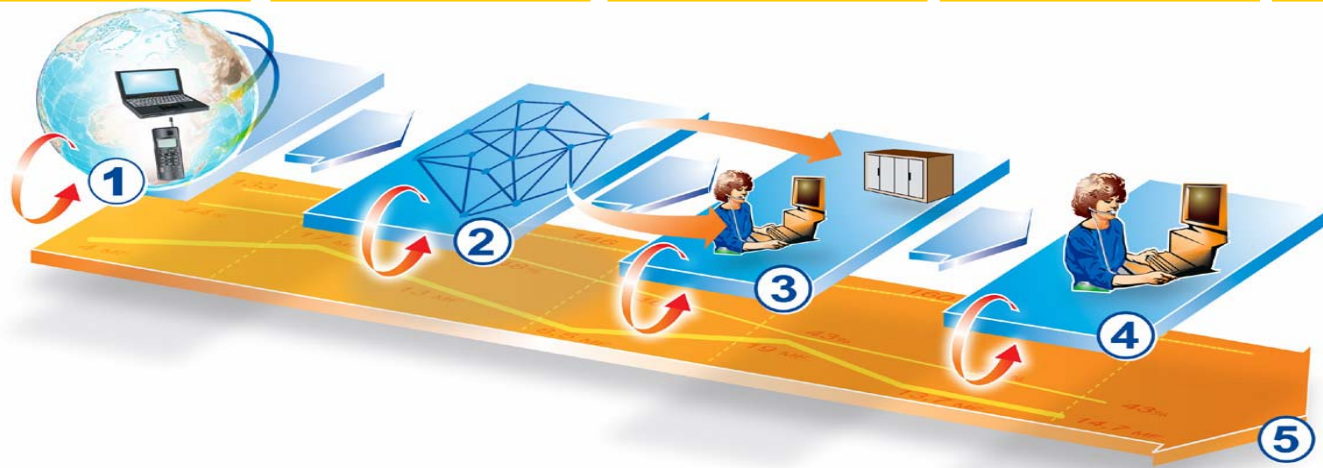
*We help you optimise the potential of each contact :  
Prospect becomes customer, complaint satisfaction, one sale multiple*

sales

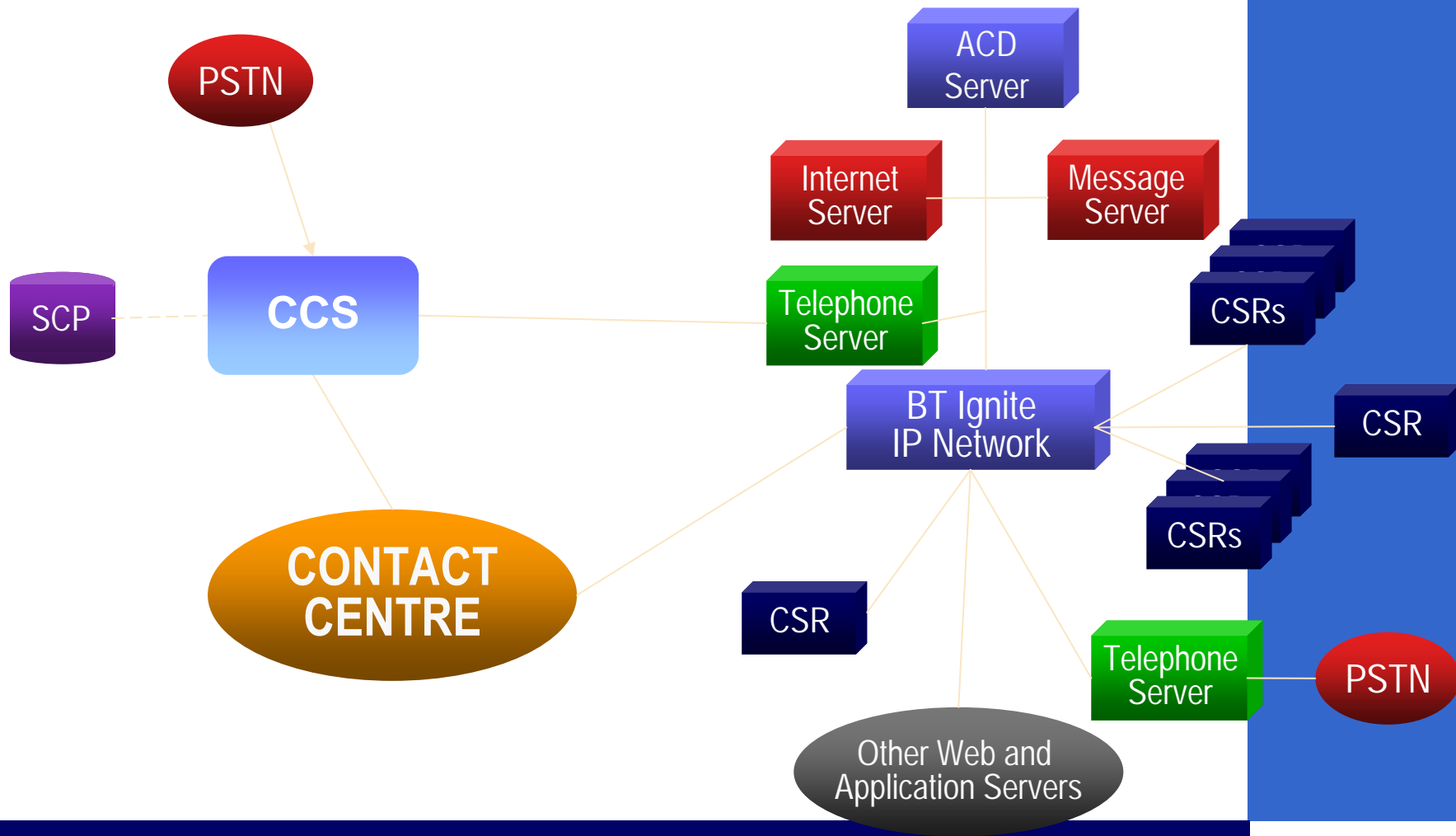


# Tools and services for each steps of a contact life cycle

	1	2	3	4	5 Analyse
SERVICES :	<ul style="list-style-type: none"> <li>•Channel policies definition</li> <li>•Business Case to define the best business model for your call flow</li> </ul>	<ul style="list-style-type: none"> <li>•Recommendations to optimise your flow</li> <li>•Definition and implementation of your routing strategy</li> <li>•Routing tools configuration</li> </ul>	<ul style="list-style-type: none"> <li>•Customer segmentation and distribution strategy</li> <li>•Definition of contacts distribution schemes</li> <li>•Secure Contact Centres environments</li> <li>•LAN or ISP Audit</li> <li>•On site ACD and CTI implementation</li> </ul>	<ul style="list-style-type: none"> <li>•Contact Centre audit (benchmark)</li> <li>•Contact Centre technological map</li> <li>•Tools implementation CRM, ERMS, ...</li> <li>•BPO Outsourcing</li> <li>•Application, web site and date base hosting</li> </ul>	<ul style="list-style-type: none"> <li>•Outsourcing and localisation stu</li> <li>•analytic CRM</li> <li>•Customer segmentation and differentiated treatment/target</li> <li>•Design, data export, trends interpretation decision help : network statistics, self service, agents, ...</li> <li>•Load forecast</li> </ul>
TOOLS and SOLUTIONS	<ul style="list-style-type: none"> <li>•Web interfaces : e-mail, chat, click to call...</li> <li>•CCS, Numerous options of service numbers local or international =&gt; possibility caller finances</li> <li>•Local number for the caller in different countries « One Stop Shop»</li> </ul>	<ul style="list-style-type: none"> <li>•Intelligent routing at different levels :                             <ul style="list-style-type: none"> <li>• statistics/site</li> <li>• real time/site</li> <li>• real time/skills</li> <li>• NIVR routing and segmentation</li> </ul> </li> <li>• Customer Traffic Designer (CTD) :                             <ul style="list-style-type: none"> <li>Web interface to control your routing plan</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Networked multimedia Contact Centre                             <ul style="list-style-type: none"> <li>• CCS : Virtual Contact Centre</li> <li>• Contact Central</li> <li>• MCC : Multimedia Contact Centre</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>•C2RIK® : Contact Centre Rapid Implementation Kit</li> <li>•Automatic treatment tools : Self Service Portal</li> <li>•LAN management</li> </ul>	<ul style="list-style-type: none"> <li>•Network reporting system, and Self Service Portal</li> </ul>



# Hosted IP – architected Contact Centres





# For critical applications

## - Hosted reservation centre

- Centres de Contacts multisites de réservations mondiales
- Gestion du « Media integration » : téléphone, e-mail et Web
- 
- 
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## - Multimedia help desk in a box

- Solution complète Centres de Contacts et réseau pour le traitement d'incidents selon leurs priorités
- 
- 

## - Distributed Contact Centre in IT Centralised environment

- Centres de contacts multimedia en réseau dont l'applicatif CRM centralisé est totalement interfacé avec les applications téléphoniques
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## - Multi CRM Contact Centre

- Centres de Contact en réseau avec contrôle distribué de la stratégie de routage
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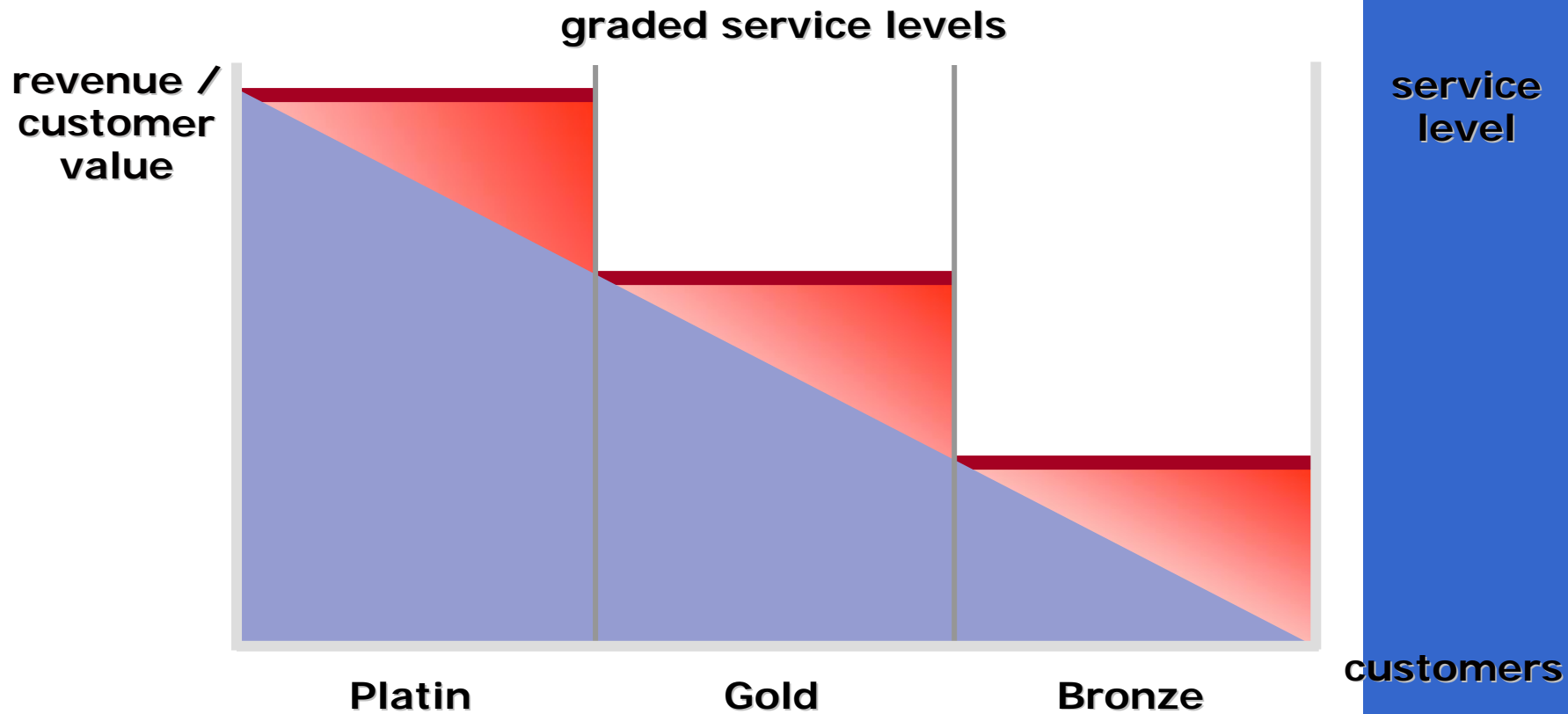
# Offer multiple media with Unique routing strategy

- MCC Consolidates all access types into virtual queues
  - PSTN (toll free, caller pays, international toll free, ...)
  - VoIP (Click-to-talk, Call Me)
  - Web interaction (text chat, co-browse, video, e-mail)
  - Messaging
  - Supports virtual team & queue environment
- Advanced routing features
  - Skills, queue, class-of-service based routing
  - Remote agents (flexibility, scalability, peak traffic handling)
  - Customer controlled real-time routing

# Identify customer and qualify transaction ASAP

- CLI transmission by BT voice network
- Called number identification
- IP address identification
- identification of WEB page currently visited by end-user.
- Network based IVR to optimize routing decision
- Integration with enterprise internal databases
- Match IP address+phone number with internal info

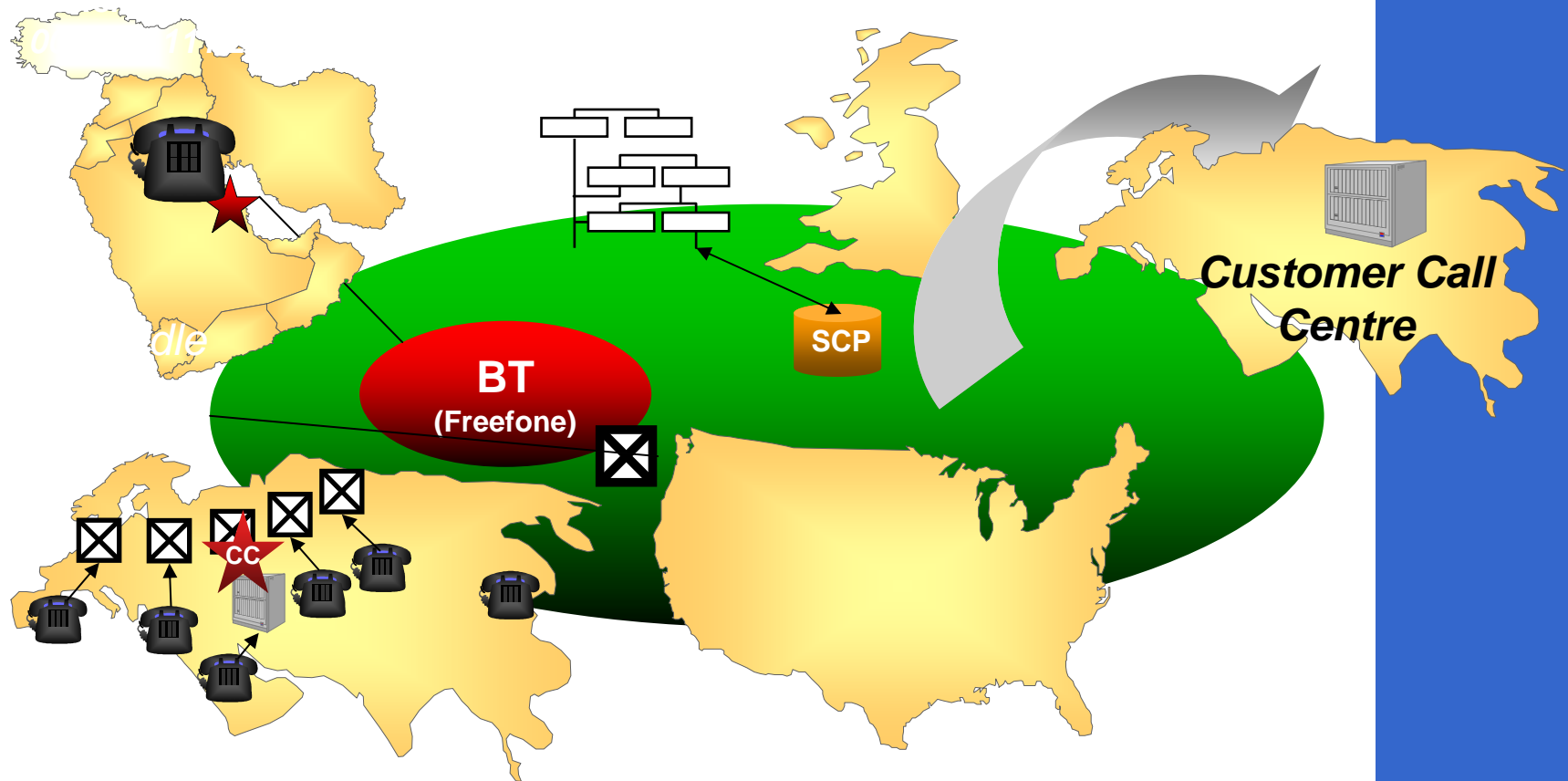
# Choose Which Contacts are most important to your business



# Install agents where you can find right skills at right cost

- Cobertura de la redes de voz para capturar las llamadas telefonicas en todo el mundo y de las redes de datos para dar acceso a los usuarios por el internet
- Cobertura de la red de datos y del internet para conectar agentes
  - Call centers in new / emerging markets
  - Low cost of entry – minimal capital investment
  - Remote agent capability

# Access From 150 Countries Terminating to the World



**Inbound Platform**

**Local Numbers, Freefone, UIFN, Shared Cost, Premium Rate**

# Maximize agent productivity

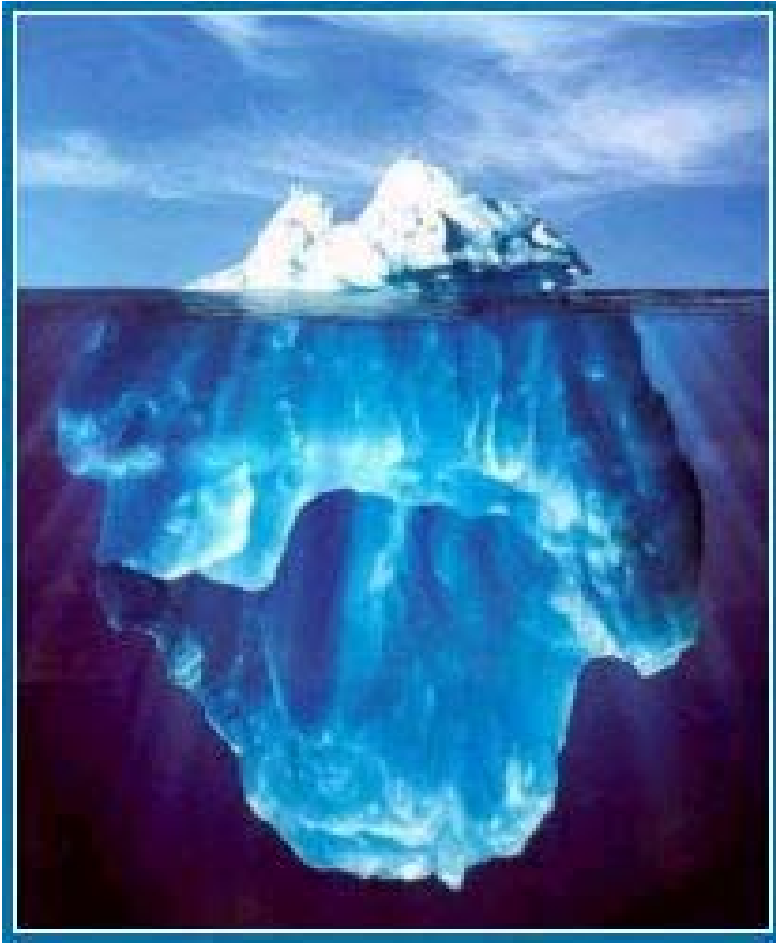
- Hosted Automatic Call Distribution (ACD) Increases Agent Productivity
  - Skills Based Routing from network Gets Call to Right Agent first time
  - Transfer with all context through IP network
  - 15-39% Increased Agent Productivity
  - 20-25% Faster Resolution of Phone Calls
- Interactive Voice Response (IVR) Reduces Number of Agents Required
  - Collect Caller Information, Determine Skills
  - Self-Service for Basic Transactions
- Media symbiosis improve quality and speed of resolution

# Call centre and Back office integration made easier

- CosmoConnector Makes Integration with CRM Simpler
  - Computer to Computer Integration (CCI), not the difficult world of CTI
  - Basic Integration Can Be Achieved in Days
  - Across the Desktop type integrations mean CRM servers can be anywhere



# Hosted solution provides more than meets the eyes



- 24X7 network and platform management and service desk
- Managed network interconnects
- Firewalls and intrusion detection
- Software licenses & support costs
- Implementation support
- Testing of software upgrades before going live
- Training for tenant admins, supervisors and agents
- Daily back-up of data
- Pay as you go model

# Minimal investment

- Pay as you go model
- Easy Access to Complex ACD Application with No Cap Ex
- No Need to Install, Setup or Manage
- Less or No Need for Internal Expertise
- Access to ASP Help Desk – No Need for Internal Help Desk
- Service Level Agreement – Guaranteed Service
  - Backup, recovery, fault tolerance, performance monitoring
  - Professional security protection
  - More uptime, fewer headaches

# DO NOT choose between **cost control** and **customer satisfaction**!

- Sales & marketing drivers
  - more responsive customer service
  - enter new markets
- Financial drivers
  - minimal capital expenditure
  - pay as you grow
- Operational drivers
  - speed to market
  - flexible & scalable open platform
  - integrate quickly with existing systems (CRM & ICR)



# Our customers



.....3000 contact centre customers in Europe



# Why choose BT ?

- 20+ years CRM deployment experience
- Financial stability
- First multi-media call centre launched in Europe
- Successful CRM management of 20 million customer
- World class Service Platform
- World leading CRM research & development
- World class partnerships
- Global Solutions provider

