

# Business mover with BT smartnumbers

Smart businesses are not only changing where they work, they're changing how they work

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Today's agile organisations are reshaping their workforce and their requirements for office space. Whether relocating to more cost effective premises, refurbishing existing offices, or supporting hot-desking and home working initiatives, businesses are demanding greater flexibility in how, and from where, staff operate.

BT **smartnumbers** can help you manage change.

## Retaining existing numbers and customer loyalty

Customer loyalty is hard to win and easy to lose. Businesses invest considerable sums of money ensuring that their telephone numbers are widely publicised to their customers. However, a major problem of any relocation is how to retain existing telephone and fax numbers. With BT **smartnumbers** you can take your existing numbers with you. Ensuring that, while your business is undergoing great change, any re-organisation or relocation does not need to be made visible to your customers.

## Adopting new numbers and a centralised numbering policy

You may have decided that your office relocation or reorganisation offers you the opportunity to replace multiple discrete blocks of telephone numbers, which have been acquired during periods of business expansion, with a single contiguous block. BT **smartnumbers** offers customers complete blocks of 1,000 or 10,000 numbers enabling consolidation of UK wide numbers into one distinct range. In this way, companies can adopt a centralised numbering policy across all offices regardless of location.

## Reducing cost with agile working practices

Home working and hot-desking are no longer a business aspiration, in many cases it is a business imperative. The cost savings to the business can be significant, both in terms of the reduction in office spend, and increased utilisation of office space. This flexible working can drive greater productivity and a work-life balance that has additional benefits in staff retention and recruitment. With BT **smartnumbers** staff can work from any location without changing either their telephone numbers or upgrading their telephone systems.



## Look to centralise and rationalise communications infrastructure

Rationalising property and implementing new workstyles will deliver hard savings. However, further savings can be achieved through centralisation of infrastructure.

Choosing to have all calls delivered through a centralised gateway, for instance as part of an expanded data centre strategy, can provide greater control, simplify management and reduce costs.

Furthermore, transitioning to BT **smartnumbers** for voicemail and fax to email, replacing disparate site specific services, offers a highly scalable and resilient service that is quick to deploy and requires no CAPEX.

## Mitigate the risk of communications failure

Organisations plan to protect against common disruptive events, such as power failures, damage to the telephone links, or transportation strikes in addition to the less common and more severe events. Both types of events can prevent staff from being able to reach their normal place of work and to continue to handle those important calls.

With BT **smartnumbers** risk from common and not so common disruption to call delivery can be avoided. Staff can continue to receive calls at alternative offices, recovery sites or from home.

## Benefits at a glance

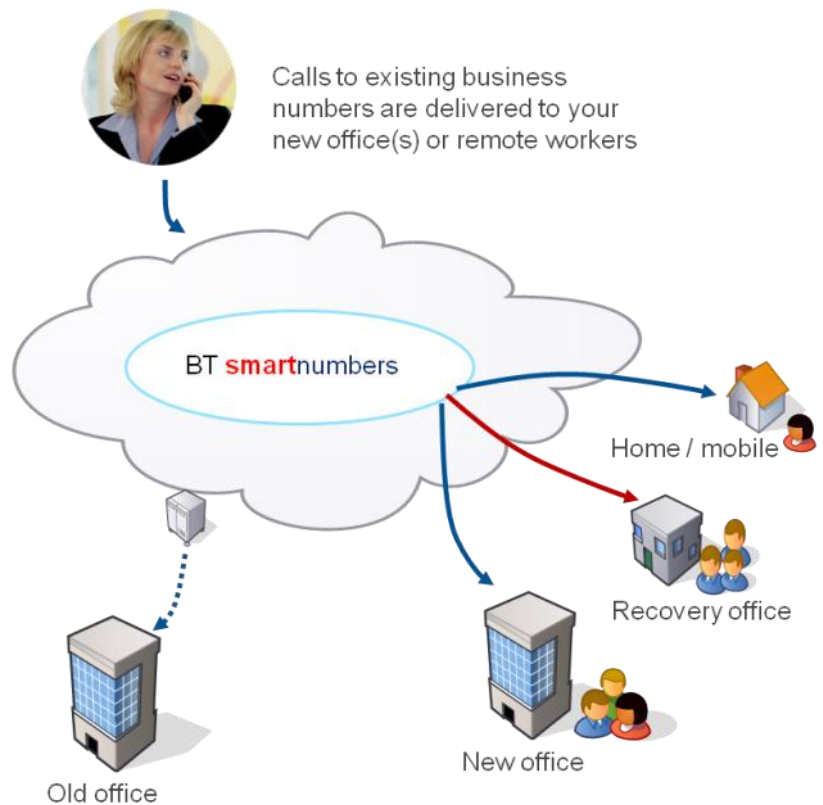
- Reduce infrastructure costs
- Retain customer loyalty and existing numbers
- Centralise management and control of all inbound voice communications
- Strengthen data centre strategy
- De-risk the move process
- Increase post-move resilience and agility
- Improve staff collaboration across dispersed locations
- Reduce risk of communications failure
- Avoid CAPEX

## Offices worldwide

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