

BT Calls to Store Service with BT SmartNumbers

Ensuring your retail outlets never miss a customer call, while presenting callers with the best possible service experience.

In today's tight economic times, it's imperative that customers calling your stores are handled promptly and effectively on their first call. Not only will this enhance the callers experience, but if managed properly will free up the store-based staff to increase the face-time they have with customers at the point of sale.

Delivering the right blend of customer service resource is essential to maximise efficiency and enhance your customers experience be this in store, or on the phone. With the new BT 'Calls to Store' service you can finally have control over all aspects of your customer-service experience no matter where your staff may be located, either in store, centralised or distributed across your retail outlets.

One Point of Contact

The Calls to Store service works across your existing telephone numbers. However, rather than simply routing calls to the store directly, calls are routed through the BT SmartNumber 'Calls to Store' service to provide real intelligence behind call-handling. This service takes into account many factors and enables you to determine precisely how the call is to be handled on a call-by-call basis.

In some cases, you may wish to route the call to the store directly, but if busy to automatically route the call to the closest available store. The 'Duet' service can call both the main store number and the mobile phone of the store manager if they are walking the floor. Alternatively, you may wish to focus your store-based staff on spending more face-time with customers and automatically route calls to a centralised service desk during busy periods.

Rich Service Options

The BT 'Calls to Store' service has many options to assist both your customers and your staff in providing the very best service experience. Built-in IVR will allow callers to select from standard questions, such as store opening times, directions or to speak to the store in person. Call queuing enables multiple callers to be handled effectively should the store be busy with other callers.

Voicemail with Breakout enables callers to leave a message, or if they prefer to speak to someone store in person. Call whispering can be used when routing calls across stores so that staff can be told which store the caller originally dialled. In fact, there are hundreds of features that can be configured at a moments notice and since there is no hardware or software to deploy the service can be up and running very quickly.



Fact-Based Service Management

A critical aspect of the BT 'Calls to Store' service is that it will capture a 360-degree view of all your customers' calls. Detailed management information can be provided online that shows both the callers experience (average time to answer, hold-time, call abandonment rates) as well as staff productivity. And should your calls be routed across stores, or escalated to a centralised team, then this information is captured too. In this way, you can track closely the calls that your stores are handling effectively, and those that they aren't.

Benefits and features at a glance

Intelligent Call Delivery for All Stores

- No new hardware or software to install. Service provided automatically and instantly from the network
- Ensures calls into one store can be handled by other stores or by centralised team if necessary
- Calls are routed to the callers closest store for a more personal service
- Automatic routing to the next closest store or service centre when if the store is busy
- Call Whispering call provide staff with information on how to answer the call and which store was originally called
- 'Duet' will call both the main store number and the mobile phone of the store manager
- Built-in business continuity to ensure call routing in the event of store closure

IVR

- Network-based IVR can present the caller with many easy options for self-service, including opening hours and other messages
- Call Queuing allows many callers to be handled via IVR even if lines into the store are limited
- Callers always given the option to 'break-out' of the IVR and speak to the store in person

Voicemail

- Each store number is supported by voicemail for busy or out-of-hours messages
- Enables voicemails to be handled by each store, or centrally with automatic email integration of voicemail
- Automatic alerts via email, SMS or automatic calling the store to ensure messages are not left unattended
- Provides unlimited storage and archiving capacity for messages

Fact-Based Management Information

- Presents detailed call-handling call information in real-time or through weekly reports
- Provides call-handling performance at a store, regional or national level
- Highlights times and locations or peak call volume or excess capacity
- Can be benchmarked against best practices and performance to agreed SLA's

Offices worldwide

The 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 any part of any contract.

© British Telecommunications plc 2009
Registered office: 81 Newgate Street, London EC1A 7AJ
Registered in England No. 1800000

Doc ID: 2010301
Produced by BT SmartNumbers. Version 1.0

To learn more about BT Call to Store Service
call the help desk on **020 3162 3030**
or visit **www.btsmartnumbers.com**

