

BT Store Broadcast Service with BT SmartNumbers

Ensuring your regional and head office staff have a constant line of communication with your retail outlets.

Staying on top of a rapidly changing retail environment requires rapid communication with your stores and no margin for error. Whether this is to inform stores of new offers and promotions, educate them on new products or services or to advise them on product recalls, today's retail managers need faster communication with their stores than ever before.

The new BT Store Broadcast service provides just that, by enabling internal messages or announcements to be communicated quickly and effectively to all store-based staff. Simply by calling a single number and speaking the message will then action the BT Store Broadcast service to deliver this message to each of your stores simultaneously. The service works from landline and mobile handsets, meaning that even when they're on the road your regional managers can have a direct line of communication with all your store estate much more cost effectively than before.

Reduce the cost of staying in control

You determine which stores are to receive which messages by grouping stores into distribution groups. This is managed through an easy to use web portal and can be changed in an instant. A single voice message left for a distribution group will relay the message to all stores in that group. And if the sales manager is calling from a mobile phone, call delivery is much less expensive. Not only will this save you money, but will buy your regional managers important time.

Rich Alerting and Security Options

There are many ways in which staff can be alerted to new messages, either by the service continuing to call the store every 5 minutes until the message is picked up, or via SMS. And with password protection you can ensure that only store managers or appropriate personnel can access any messages left by the service.

Save time and money with Call Back and Voice Bulletins

Should the message demand a call-back to the message sender, then a single button press will connect the store to the sender. For bulletin-board purposes, stores can also call a central number to leave messages that can be routed to the regional manager or head-office staff cost effectively.

With the BT Store Broadcast service, the lines of communication between sales managers, executives and your retail outlets have never been tighter. And with no new hardware or software to install, the service has never been quicker to setup and manage.



Benefits and Features at a glance

Web Based Portal for Service Management

- Secure web portal for managing your store distribution groups
- No limits to the number of distribution groups or the number of stores
- Distribution groups can comprise individual stores or other groups enabling message cascade covering regional or head-office staff
- As stores change, or new stores come online, these are managed through the web

Rich Alerting Options

- SMS alerts to store managers when new messages have been received.
- Auto-call to deliver the messages to all stores simultaneously
- Current location alerts will continue to call the store until the message has been delivered

Secure

- Password protection of store messages to ensure only store managers can listen in
- Password protection for the web portal for managing the service
- Password protected dial-in service for retrieving messages from a store managers mobile phone

Management Information

- Shows message-handling performance at store, regional or national level
- Highlights which stores are retrieving messages and which are not
- Can be benchmarked against best practices and performance to agreed SLA's

Fast Time to Service

- No new hardware or software required
- Service works across all telephone systems, including analogue, digital and VoIP
- Can be up and running in days
- Service appears in your BT OneBill

Offices worldwide

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To learn more about BT Store Broadcast Service
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or visit www.btsmartnumbers.com

