

BTwholesale

Wholesale Hosted Communications.
Solving challenges for businesses



Wholesale Hosted Communications

In the workplace, communication is key. Whether it's the office, shop floor or a construction site, **fast and efficient communications are vital** if you want to run a successful business.

The best way to do that is with the latest technology. And you'll be pushed to find anything much better than our **Wholesale Hosted Communications** (WHC) solutions. WHC is a unified communications service that can be tailored to each of your customers' needs, regardless of where they are on the journey to IP communications. Whether they're ready for a full IP solution, or want to benefit from everything a hosted solution can deliver by connecting their PBX to the cloud, WHC can help. With no capital investment needed and cheaper calls, you could be saving your customers money in no time. It's quick and easy to set up and manage too, with everything provisioned from one easy-to-use online portal. Security isn't a concern either, as our hosted solutions are run on our highly resilient network with full immunity to fire, flood or damage, and come with our advanced fraud management system for free.

Find out more about what WHC can deliver for your customers, whichever sector they operate in.

Retail

If there's one sector that faces constant competition, but that needs to provide top-notch customer service whilst cutting costs, it's retail. These challenges are just the sort that our Wholesale Hosted Communications solutions were designed for.



The challenges

- Competition from online and high street stores leads to intense pressure to manage and cut costs.
- As a retailer, you need to provide a consistently good experience across all your channels: online, call centres and multiple stores.
- Coping with changing customer demands at different times of the year can be hard.
- Sometimes, employees struggle to answer calls quickly while trying to help customers at the same time.
- It can be difficult to separate calls that can easily be dealt with by automation.
- You need real-time communications across different sites.
- Old PBX systems from several different manufacturers cost more to maintain, give variable results and give you more suppliers to manage.

The solution

- With WHC, you can increase or decrease your SIP channels as required to reflect demand.
- You can also add extra trunks as your business grows and makes and takes more calls.
- You can route incoming calls to the right person or to the right automated message using auto attendant, so your callers aren't kept waiting.
- Calls can be routed to your staff based on their expertise, so the right person is on hand to get it right first time for the customer.
- If you've got more than one store, calls can be answered within a few rings by staff anywhere, on any device. You'll see where the customer called so you can answer the call in the right way.
- You can review after-hours call activity with call detail records.
- Use your phone as an intercom with the push-to-talk feature.
- Give your employees free internal calls on their own devices with our Office UC app. They can also check the availability of their colleagues and send them instant messages (IM).
- Make your communications as agile as your business with cordless solutions, so you're no longer rooted to the spot.
- You get peace of mind built in for free with our advanced fraud management system.
- Low-cost, fully functional call centre capability.

The benefits

Better customer service

- Get it right first time for your customers by directing the right calls to the right staff; with the right skills.
- High-definition (HD) voice is crystal clear, so you won't make mistakes because of misheard messages.
- Answer calls within a couple of rings, so customers aren't kept waiting for ages, or even worse, call someone else instead.

Higher productivity

- Cope with seasonal fluctuations in demand by adding or removing lines as needed.
- Speed up your communications with apps that allow you to use IM, check the availability of colleagues (presence), and call for free from your mobile devices.
- Free up your customer-facing staff by directing calls to automated messages for simple queries, such as store opening hours.

Lower costs

- With lower line rental and cheaper call costs (on net calls are completely free), you'll be saving money from day one.
- If you're ready to move to full IP voice, just closing down your old ISDN lines is a substantial saving.
- If you're still recovering your investment in a PBX, you can benefit by connecting your PBX to the cloud to enjoy all the savings that hosted brings.

Consistent experience

- Provide a consistent experience across all your stores. For example, you can provide the same 'on hold' message to customers whichever store they call.

Rapid deployment ('business as usual')

- Setting up the service is as easy as plugging the desk phones into a data network, so you can get on with serving customers.

Always protected

- Our fraud management system ensures protection against telephony fraud, a huge and growing financial risk to businesses of all sizes.

Manufacturing

The manufacturing industry relies heavily on old phone systems (PBXs). However, these are expensive and are becoming difficult to manage, so a newer, more efficient system is needed. The move to **modern cloud communications** that can help to drive productivity is the next step forward.



The challenges

- Traditional PBXs are becoming increasingly unreliable and harder and more expensive to maintain.
- Manufacturers with several sites can end up with many different PBXs, which could have different firmware, different manufacturers and different communication methods.
- It's difficult to find the budget for the initial capital costs associated with new, onsite phone systems.
- PBXs lack the flexible-working solutions that employers now want in order to boost their productivity.
- A traditional PBX may not have the same ability to provide in depth analytical tools.

The solution

- The great news for manufacturers is that Wholesale Hosted Communications can replace all your scattered PBXs with a single, central PBX. You can even remove your PBXs that aren't fit-for-purpose or replace them entirely with our full-IP cloud communications solution.
- It will also give you access to loads of new cloud features (such as instant messaging, analytics and voice recording).
- A fibre network that can run the data systems between all your locations and data centres will be worth its weight in gold. The best way to build one is by using our full IP voice service, which runs across the same fibre internet connections via routers.
- The only new equipment you'll need is Internet Protocol (IP) desk phones, which users simply plug into existing data network sockets at their desks. Any wall-mounted phones can be fitted with IP adaptors, so they can also use the converged data network.
- A full range of IP phones and peripherals is available as part of the WHC experience.
- Enjoy the benefits of a desk phone on your mobile phone with the Office UC app. See the availability of colleagues at a glance and communicate quickly and easily using IM or voice calling over mobile data networks. Calls are free when using the app.
- Improve customer experience with call centre features such as a welcome message, in-queue messages and clever routing to ensure that customers are put through to the right person.
- Analyse and manage customer service levels at any time of day or night with daily statistics and reports.

The benefits

Lower costs

- WHC reduces the number of connections you need, as well as the associated maintenance costs.
- You save on set-up and call costs.
- You avoid the cost of maintaining and upgrading your PBX and ISDN: with full IP voice, you can get a return on your investment in less than a year.

Managing calls, anytime, anywhere

- You can work anywhere, using one number with the company calling plan.
- Your employees can make free internal calls using the UC Office app on their laptop, desktop, tablet or mobile phone.
- Your sales team will be in closer contact with customers and employees – which will improve the flow of information, your decision-making and will ultimately help you to give a better customer service.

Better customer experience

- Give consistent customer service wherever you work from with unified communication tools that allow you to take your office phone capabilities with you.
- Get real-time and daily insight reports so you can measure what's happening in customer services and how and where to improve.

Meeting changing needs

- New users are set up in minutes. No more lengthy lead-times.
- Software upgrades are delivered automatically over-the-air. You don't need to wait for an onsite visit or to buy more hardware to get the latest communication tools.

Great reliability

- Our next-generation network is world-class in its security and resilience.
- All maintenance and upgrades are taken care of by your Service Provider, so you can get on with running your operations.
- As standard we provide a free, advanced fraud management system. It's a sophisticated network-based tool that offers you peace of mind against call fraud.

Healthcare – General Practice

Effective communications within the healthcare sector is essential. General practices are facing increasing pressure due to ever-growing numbers of patients. For patients to get better care and attention, your call handling needs to be up to industry standards.



The challenges

- Many practices are using old PBXs that don't really meet the communications needs of staff.
- A general practice needs a flexible and cost-effective communications system.
- Calls from ill and anxious patients who need immediate attention must be handled quickly and efficiently. This is why it's essential that you have fast and efficient call handling.
- You also need to show that you comply with IT Governance and Care Quality Commission (CQC) standards for improving patient care and running a capable practice.

The solution

- WHC gives you greater control over your call handling, with the ability to prioritise or divert calls.
- You also get access to unified communications tools, such as video calling and Skype for Business, so you can share information quickly and effectively in any situation.
- Direct calls to the right part of your practice with our automatic call distributor. Share important updates, whilst patients are waiting, with recorded messages.
- Monitor and review conversations between patients and staff with call recording – and provide proof of compliance with CQC standards. You can use the recordings for training and coaching new employees.
- Identify your busiest periods with call logging statistics, so you can schedule appointments accordingly.
- Inbound calls can automatically scan your database and bring patient records up on the screen, which helps users to manage the call and their speed of response.
- Your GP team can communicate quickly and easily with our unified communications app which gives them access to tools like instant messaging. You can also set up group chats and conference calls with other GP surgeries or medical bodies.
- Our UC Office App means that you can use WHC services on your mobile or tablet using our advanced soft client – fixed mobile convergence (FMC), giving you the benefits of your fixed comms service on the move.

The benefits

Better patient service

- A friendly, prompt and effective service for patients.
- Answer calls efficiently, even during busy times.
- Develop your staff and improve customer care with call recordings for training and continuous improvement.
- In-built business continuity means calls can always be made and answered – it's a phone service that never fails.

Lower costs

- WHC is secure and our Hosted SIP Trunking option costs you less than a traditional ISDN solution.

Higher productivity

- Easily manage and allocate your staff and resources with call reporting that gives you insight to drive up productivity.
- Our optional receptionist console ensures that even high call volumes can be handled efficiently.

Compliance with Governance standards

- Call Recording complies with CQC standards.
- Our business continuity tools and processes meet IT governance standards and ensures that patient calls are answered even in the event of disasters.

Healthcare – Nursing Care Homes

There is growing pressure on healthcare professions and care homes are no exception. With nurses and support staff working both onsite and in the field against a backdrop of squeezed budgets, effective communications tools that cut costs and improve productivity and patient care are a must.



The challenges

- Traditional PBXs are becoming outdated and are costly to run and maintain.
- Patients and guests need to be able to reach your onsite, mobile nurses and support staff quickly and easily.
- Appointment requests and inbound queries must also be dealt with efficiently.
- Budgets are always under pressure, so cutting your costs is a 'must'.
- Workload is increasing and you are expected to do more, and deliver the same level of care, with less.

The solution

- If you're a care home manager, you can breathe a sigh of relief: Wholesale Hosted Communications provides the cloud solution you need.
- WHC combines all of your communication needs within a single, central strategy.
- Take some pressure off your receptionists with auto attendant, which greets callers with a personalised message and a menu that offers the latest news updates.
- Speed up the flow of information with the push-to-talk intercom system, which can be used for making announcements through a desk phone speaker.
- Staff can keep in touch and communicate sensitive information securely and discretely with instant messaging, which is available on the mobile and tablet app. They can easily escalate to a phone call with one tap.
- Forward your desk phone to your mobile, or set them so that they ring simultaneously. Whether you're in the office or out on a home visit, you'll never miss a call.
- WHC is remotely hosted within our environment, removing single points of failure. And as all services and features are in the cloud, you can keep your business running in the event of local issues.
- It's easy to set up. Plug phones into the data network socket, install apps on desktops, tablets and mobiles, and you're good to go.
- You can manage the service from our online portal whether you're in the office or on the move.
- A full range of IP Phones are available and combined with our Busy Lamp Field monitoring equipment (BLF). Handle calls effectively and reduce customer hold times by seeing who is on the phone and who isn't.

The benefits

Faster response to guests and patients

- Work freely in the office or the field knowing that your calls will always get through and you will always be contactable.
- Staff can be reached quickly and easily on their mobiles, desktops or desk phones. Instant messaging provides a secure and tactful way to communicate if a phone call is unsuitable.

Lower costs

- WHC will save you money on both your line rental and your calls, so you can invest more of your budget in caring for your patients.
- Your internal calls, to fixed and mobiles, are completely free.
- Free up your capital with a service that has no up-front costs and flexible contract terms.

Better service

- Your staff are always easily reachable so colleagues and patients families can always get in touch.

More time to care

- Hosted and unified communications have been proved to increase productivity, enabling you to focus more on your patients.

Education Sector – Schools

Teachers, parents and school staff all need to keep in touch and access important school information. Emergencies, issues with students and internet teaching are just some of the tests that schools face on a daily basis. An effective communications system will help to overcome these challenges.



The challenges

- Connecting parents to teachers can be difficult, as many schools use old answering machines and post-it notes to remind teachers to call parents.
- There's no standard way of contacting teachers in an emergency.
- Funding levels are being reduced.
- Old phone systems (PBXs) are hard and expensive to maintain and old ISDN lines have high rental and call charges.
- ISDN lines are being phased out by schools over the next few years as the sector (and wider market) moves to more innovative communications technology.
- The internet is increasingly being used in teaching, so it makes sense to use the same broadband connection for the school's communications.

The solution

- Wholesale Hosted Communications will make life easier for parents, teachers and students, increase the flexibility of your communications; and cut costs.
- Save money by installing low-cost telephones that deliver voice communications over the schools internet connection in each classroom, removing legacy ISDN lines.
- With our app installed on a teacher's tablet or mobile, they can be contacted at any time by call or instant message (so you don't need to disturb lessons for non-urgent matters).
- Display the school's main number regardless of whether you call from a fixed line or a mobile phone, so teachers retain their privacy.
- Experiment with remote learning techniques using desktop sharing software, which offers modern and exciting new channels for teaching.
- Keep parents up to date with the latest news using auto attendant. Your staff can record announcements too.

The benefits

Parent-school interaction

- Parents receive the latest news from the auto attendant and will always get through to someone.
- They can easily contact the right department or teacher.
- Give your staff some time back by using your recorded announcements to notify parents of important events such as school closures.

Cost savings

- Line rental costs for WHC are significantly lower than ISDN and calls are also cheaper, so you can invest more money elsewhere.
- You don't need to spend anything upfront, which will help you to meet stricter government budget targets and frees up capital for learning resources.
- You'll also remove ISDN maintenance costs and PBX capital depreciation costs, freeing up even more funds.
- It's easy to add or remove lines and connections to support your temporary staffing needs.

A better student experience

- You'll be able to explore different learning experiences, such as online and video.
- You'll also enjoy better student-teacher interactions, with one-to-one and one-to-many learning options.

Professional Services – Estate Agents

There are many different businesses within this sector that need cutting-edge communications to succeed. They face the challenges of competitive markets, multisite operations and the need to provide a consistently good customer service. But when it comes to the best solutions, our Wholesale Hosted Communications are just the ticket.



The challenges

- Estate agents need to answer the phone within a few rings, as a customer could be calling to view, make an offer or sell a property.
- In a highly competitive market, customers will go to other estate agents if their call isn't answered.
- Moving house is a stressful time for your customers, so providing a great service can be a key differentiator.
- Many estate agents have a range of sites with a mixture of PBX systems, which are expensive and difficult to manage.
- Staff are always on the move, so it can be difficult to get hold of the right person.
- Pressure from a new wave of online agents risks driving down costs.

The solution

- Life is now going to be that little bit easier for estate agents: a single, streamlined communications solution will cover all your offices and mobile staff: Wholesale Hosted Communications.
- WHC is the perfect solution for estate agents with multiple sites.
- Manage how you treat your calls with hold music or messages updating your latest activities, all administered from a simple business portal.
- You won't be missing customers. With insight on the calls you make and take you can identify your busy periods with simple graphical analysis.
- You can also ensure that customer calls to any part of the company are answered within a few rings by the most appropriate person, wherever they're based, with group call handling.
- For your agents that are always on the move, you can configure all their phones (desk and mobile) to ring at once. And they can keep in close contact wherever they are with our mobile app, where they can see the availability of colleagues and send instant messages.
- Customer relationship management (CRM) platform integration brings up a caller's records on the PC as the agent answers the call, and they can record notes for follow-up conversations so that you can deliver a great service.

The benefits

Rationalised communications

- Get rid of the have the hassle and expense of different PBXs at different sites and control your communications centrally, allowing smoother call management.

Greater reach

- Give yourself a local identity, and publish a range of local numbers. With overflow call management you can answer the call for that geographical area wherever you are.
- WHC is quick and easy to set up and you can easily move offices to new locations, taking the company number with you.

Better customer service

- Calls are answered by a free staff member, wherever they're based, so you don't lose any business.
- Your customers will know you're on top of things with CRM integration giving your agents all the information that's relevant to the caller so that they can deal with every call effectively.

Lower costs

- Internal calls are free, even to mobiles that use our app, so you won't need to buy, upgrade or maintain an onsite telephone system.
- The app also supports 'Bring Your Own Device' policies, so your agents that use their own mobiles can benefit, but can also easily separate business and personal calls.

Professional Services – Legal

In no other sector is the timely flow of clear information as critical as in legal services. Your communications platform needs to do more than just make and receive calls. With constant time pressures and so much work done over the phone, the solution you choose needs to offer better ways of working and tools that make your life easier. You'll find both in Wholesale Hosted Communications.



The challenges

- Law firms are being forced to keep their costs down as clients want to reduce their legal bills.
- Like anywhere else, IT departments in law firms are under pressure to deliver more with less money.
- Clients of law firms expect a professional service and legal contacts that are easy to reach. With a lot of work done over the phone, this area is always being reviewed.
- Too many employees are tied to their desks.

The solution

- Legal firms can look forward to great times ahead: WHC will improve client relationships, increase efficiency and reduce costs.
- Our conference and collaboration tools make it easy for teams in different places to share information and content so that they can make informed decisions on legal cases. Why just talk through something as complex as legal text when you can share documents on your computer screens?
- With our 'UC One' clients for tablets, laptops and mobile devices, your staff can work productively from almost anywhere. To maintain confidentiality, they can also use their business identity and number from their own device when contacting clients.
- UC One enables your staff to see the availability of their colleagues and how best to contact them. They can also send instant messages, perfect for private conversations in public spaces.
- For your regulatory compliance obligations there's also call recording, which has the added bonus of allowing you to use the recording to provide evidence in client disputes, which will save you loads of time and effort.

The benefits

Better mobile working

- Employees with mobiles can be contacted anywhere, so they don't have to be restricted to the office.
- Our solutions support hot-desk and flexible working policies, enabling you to introduce agile working practices.

Greater versatility

- WHC opens up a world of valuable IP and cloud-based solutions, such as call recording.

Stronger client relationships

- Your calls will always be answered quickly with hunt groups, and always put through to the right person with auto attendant.
- Keep your cases moving, share information and keep your clients happy with voice and video tools that will improve not just the way you communicate, but streamline the way you work.

Lower costs

- Clients are increasingly concerned about how law firms control their costs – you can address this issue by reducing your costs whilst also improving your communications.
- With WHC you'll enjoy lower rental charges and cheaper calls.

Business continuity and disaster recovery

- WHC is remotely hosted within our environment, removing single points of failure. And as all services and features are in the cloud, you can keep your business running in the event of local issues.
- You'll never miss an important call. Features such as 'call forward not reachable' allow each user to have a back-up phone number, which is used automatically if their desk phone can't be reached.
- You can even configure all of a user's phones to ring at once, ending when one phone is answered. That's perfect for those in your team that are always on the move.

Summary of benefits

As you can see, our **Wholesale Hosted Communications solutions are ideally placed to help organisations in different sectors to move towards cloud communications.** This can help them with major issues such as cost-cutting and business flexibility.

Lower costs

- WHC is considerably cheaper than traditional ISDN systems.
- Free internal calls for your employees on their own devices frees up some extra money.
- Removing ISDN and the costs of maintaining a PBX system will also free up funds.
- Setting up and maintaining our Wholesale Hosted Communications has been shown to be cheaper and more cost effective than using older, legacy phone systems.

Greater flexibility

- WHC enables you to explore new cloud-based and IP solutions.
- Our UC Office app enables your employees to use their own mobile or device. So they can work from home or other locations, whilst keeping in contact wherever they are.
- The app comes with a range of advanced features, such as seeing colleagues' availability 'at a glance' and instant messaging.

Easier management

- With the business portal, administrators can manage the system at the touch of a button from anywhere.
- Users can be added in minutes.

- Features such as hold music or marketing messages can be used to make sure callers aren't left waiting for ages on a 'dead' phone.
- Analytical information can be used to improve your business communications and efficiency.
- A full range of IP Phones are available and all of these can be managed by both the site administrator and the user, ensuring that the right features are available when they're needed..

Better customer service

- Calls are answered quickly by the right person, helping you to provide a more efficient customer service.
- The business portal provides reports in real time so that your managers can measure, manage and improve your customer service levels.

Security, built in

- As standard we provide our advanced fraud management system. For free. It's a sophisticated network-based fraud management tool that offers you and your customers peace of mind against call fraud.
- Our system looks for fraudulent activity in real time and our fraud experts are on hand to look out for anything suspicious. So you can stop fraud before it attacks.



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Offices worldwide

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