Intelligent routing for greater control

BT – Powered by Genesys
Advanced solutions for contact centres

BT Genesys Advanced Intelligence Network (G.A.I.N.), a powerful management solution from BT which provides intelligent network-based routing for contact centres, enables major UK organisations to deliver dramatic improvements in customer service.

G.A.I.N. offers significant reductions in misdirected calls, together with real-time and historical reports, and full control of contact centre configuration.

With a host of flexible features, G.A.I.N. transforms call handling and routing which can reduce contact centres’ operational costs and offer new opportunities for increasing revenue.

Built on the Genesys framework, G.A.I.N. provides powerful analysis and reporting tools for contact centre and call agent performance, static call routing plans and dynamic routing strategies. In effect, G.A.I.N. equips users with an advanced network that delivers universal routing and flexible configuration capabilities.

BT G.A.I.N. – who can benefit?
Primarily designed for organisations with three or more contact centres (CCs), G.A.I.N. is particularly relevant to large public-facing organisations who operate UK Inbound Services (0800/0845/0870/0871/0844/0909x) and internal CCs. These include financial services, travel companies and utilities providers.

Flexible features for CC versatility
With a centralised view of the multi-site CC, G.A.I.N. can balance the load of incoming traffic among all sites and route calls to the most appropriately skilled agent anywhere across the customer’s estate.

G.A.I.N. allows you to create a Virtual Contact Centre (VCC) across your organisation, by providing automatic distribution of incoming calls in several different media types – voice, email, web interactions, etc – across remote contact centres, while giving you access to real-time call statistics and instant control of routing plans.

G.A.I.N. allows you to specify, and in turn control, the routing of your calls within the BT network on a “call-by-call” basis using scripts that dynamically route calls to the location and agent best suited to handle them. This can reduce your organisation’s telephony costs, enabling greater responsiveness to customers, as call transfers and caller wait times are minimised or eliminated. With G.A.I.N., individual CCs do not experience peaks and valleys in call traffic, and this can significantly increase agent productivity throughout the day.

The G.A.I.N. service also offers the more traditional Advanced Services. Calls can be routed using a variety of variables, such as routing by time of day, day of week, geographic origin and Caller Provided Information (CPI), where callers are prompted to enter digits and the call is routed on this basis.

Universal routing can handle multimedia interactions through a single, integrated queue, evaluating each interaction type and its origin to determine how to treat and prioritise the communication against the business rules predetermined by your organisation.
How BT G.A.I.N. can help your business

BT G.A.I.N. allows you to take advantage of pre-routing calls based on agent availability, their skill set and network queuing to optimise call delivery.

G.A.I.N. virtualises
The service integrates disparate contact centres, often with different ACD types, into one VCC. This enables you to implement business-wide call handling strategies more easily, which can reduce management overheads and costs. It allows calls to be distributed to a number of different answering locations, balancing the load to improve call-answering capability.

G.A.I.N. maximises
G.A.I.N. helps you optimise operational efficiency. It can ensure that the maximum number of calls can be answered by the most appropriate available agents, centralising management control, and reducing telephony costs and management overheads. Service can be improved, as call transfers and caller wait times are minimised and you can ensure priority customers are treated accordingly.

G.A.I.N. gives control
You are provided with live information indicating the performance of your answering centres and can make real time changes to the call treatment in order to reflect changes in your organisation or business priorities.

G.A.I.N. gives a universal queue
Multi-media solutions such as email and web collaborative browsing can be integrated with G.A.I.N., managing the business priorities as a single multi-media queue, and directing messages to agents according to your service requirements.

From the agent’s perspective, work from all different media interactions is delivered from a single source in a manner that capitalises on efficiency and effectiveness. This offers significant efficiency and service improvements for customers using BT’s contact centre solutions.

With BT G.A.I.N. you can:

• Protect significant investments in your enterprise solution
• Develop your service offerings based on a known and trusted technology
• Reduce the total cost of your contact centre operation
• Realise productivity opportunity
• Terminate more calls with the same or even fewer resources
• Prioritise on customer value, not location
• Resource-manage more effectively
• Tackle retention/advancement of agents
• Develop culture of flexibility
• Centralise resources
• Promote multi-skilled agents
• Reward individual skills
• Optimise at agent level.
Advanced functions for seamless integration

Routing
As well as traditional intelligent network features, BT G.A.I.N. offers:

- Skill-based routing – enables you to log CC agent skills and capability levels (e.g., expert sales knowledge) to route your priority callers to your best sales agents.

- Routing on call information – CLI (caller’s number) or DNIS (the dialled number) can form the basis for call routing. Network Auto Attendant or Customer IVR passes the caller entered digits to the G.A.I.N. platform so that this information can be used to determine the routing.

- Routing on business rules or database look-up – G.A.I.N. can route calls on the basis of criteria established by you. For example, it can route calls dependent on the customer’s credit balance, or route VIP customers with higher priority. A single routing strategy can query several databases to make the best routing decision.

- Dynamic load balancing – gives real-time views of agents/contact centres, delivering live statistics updates, such as number of calls in a queue, expected waiting time, etc., and uses this to take routing decisions.

- Routing based on agent availability – G.A.I.N. maintains a real-time snapshot of all activities and statistics of all CCs. This can be used to determine the availability of a particular agent or agent group or someone with a similar skill set.

- Call qualification by the customer’s IVR – The CC has control over the IVR, whereby the digits entered by the caller are used to retrieve information from the customer database to make a routing decision.

- Call queuing in the network – Customers can provide up to ten 10-minute files in .wav, 8k mono or 16-bit sampled format. Each announcement file will comprise the customer’s queue announcement linked with the customer’s choice of holding music and/or message or queue announcement. The CC receives information on the status of the queued calls, the number of callers dropping out of the queue, average waiting time, etc.

- Call transfer – An agent is able to transfer a call within the VCC to another agent via a compatible desktop application, such as the Genesys Enterprise Routing Solution. The data associated with the call will be transferred with a screen pop at the second agent’s office or home-based desktop, provided the appropriate data network infrastructure is in place. Calls can also be transferred outside the VCC – to third parties or a local office. Calls are transferred over BT’s network so there is no call tromboning and intersite links can be retired.

- Integration to CRM applications – G.A.I.N. offers adapters which can ease integration to CRM applications such as Siebel or Peoplesoft, to help ensure that the customer experience you offer callers is second to none.

Reporting
G.A.I.N. provides two types of report mechanisms: CC Pulse, which provides a real-time statistical view of agent, agent groups, places queues, etc; and CC Analyser, which provides a historical business view of CC operations.

CC Pulse is a powerful reporting tool that enables CC managers to trace important events or circumstances in real time to monitor, control and manage the business.

It also integrates data and reports from different multi-media sources, providing a complete overview of a multimedia CC’s activities by seamlessly tracking various media formats, including voice, e-mail and web channels. Genesys reporting tools can draw upon customer data from all communication channels to provide a summary-level status of customer interaction performance.

CC Analyser
CC Analyser can enable you to:

- Retrieve statistics to manage your call activity efficiently

- Specify which statistics should be collected for which CC objects

- Define new statistic types by customising reports to meet the appropriate business requirement
• Propagate the information collected into a database
• Pre-aggregate information into hours, days, months and years
• Prepare views and tables suitable for easy report generation.

You can also attach business data to an interaction and report on it to create new business metrics, control what information to collect and customise how that information will look on reports.

You will be able to select and download the CC Analyser reports you wish through the Data Mart to a local Brio server we provide as standard. CC Analyser can produce the additional reports from the point when it is instructed to do so; it will not produce the report historically.

Data is stored in the Data Mart with 15-minute and hourly data overwritten after 35 days. Data consolidated into daily and monthly periods is retained for at least three months.

Select your customers with tailored services
Customer service and the way customer calls are handled are just as important as the service on offer.

Agents are empowered to offer tailored services to callers. Your organisation (through your routing scripts) can segment and identify customer groups and deal with them appropriately.

Business continuity
Our experienced network management team based in Cambridge are committed to ensuring that your contact centres are available 24/7. They continuously monitor the BT Intelligent Network Platforms, and can quickly address problems via the helpline or automated network alarms. These can be resolved on-site or remotely.

BT has invested heavily in the integration and testing of new software from major partners that include Genesys, Alcatel, Cisco and Compaq. G.A.I.N software is tested within BT’s VV&T (Validation Verification and Testing) group involving scores of testers to ensure that the product offers highest quality before being released for deployment.

### Availability & technical features

#### Availability
• This product is available nationally within the UK.
• G.A.I.N. supports the use of Freephone, Local number, Nationalcall, Valuecall and Call Optimiser.
• G.A.I.N. supports imported numbers plus parallel working.
• G.A.I.N. supports delivery to other licensed operators.
• Customer has the ability to control hierarchy of administration user rights.
• G.A.I.N. supports number portability.
Service and support

Provisions

BT’s target parameters are:

- 95% of new G.A.I.N. deployments completed within 14 weeks for all sites (subject to initial site survey)
- 95% of additional contact centre sites completed within 12 weeks (subject to initial site survey)
- BT G.A.I.N supported by TotalCare

Platform

- Genesys in normal operation (i.e. excluding upgrades) will be unavailable for no longer than 10 minutes at a time and no longer than 30 minutes in a year

Getting connected

- In normal operation the datalink from customer premises to the G.A.I.N. platform to offer 99.95 % availability
- For standard operations the datalink from customer premises to the G.A.I.N. platform to be unavailable for no longer than 5 minutes at a time
- In the event of a customer enquiry, BT to respond to the customer within 2 working hours

Call routing plan support

- In the event of a customer having a problem validating a call routing plan, BT to respond to the customer within 2 working hours, and endeavour to resolve it within 24 hours of the problem being reported
- In the event of a non-call delivery fault, restoration to normally be within 3 working days of the fault occurring

Reports

- Standard reports to be available 15 minutes after the end of the period covered by the report. There should normally be no more than a 60-second delay downloading reports to the terminal
- There should be a lag of no longer than 30 seconds between a report being requested, with monitoring to start immediately, and the start of collection of data for that report.
For more information please speak to your BT Account Manager, or call us on

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