BT QueueBuster

Increases peak call handling capacity without increasing staff costs

Proven customer-centric call queue management solution – delivering greatly enhanced levels of customer satisfaction, reduced abandoned call rates and improved agent productivity.

Designed for call centres with upwards of 100 agents, the solution is non-invasive, quick to deploy, scalable, dynamically managed and customisable to conform to brand values.

Is it for you?

Few businesses can afford to under-estimate the impact of call queuing on the bottom line: dissatisfied customers and lost calls will ultimately damage your brand and reduce profits. With agent salaries accounting for up to 70% of call centre costs, it’s an accepted fact that it’s simply too expensive to staff peaks, only to have agents under-utilised when peaks die down.

BT QueueBuster solves these problems by increasing your call centre’s peak handling capacity, without increasing staff costs. It works by giving customers a convenient alternative to waiting on-hold – without losing their place in the queue.

Queues, traditionally managed with music and in-queue messaging systems, attempt to keep customers happy enough not to hang-up before they get to an agent. Is this a successful strategy? Put another way, what are some of your own experiences of queuing?

While good customer service is critical to winning and retaining customers – without doubt, queues lead to customer attrition. For customers waiting on-hold there is only one way to receive better customer service – the option of avoiding the queue altogether.

Benefits and features

What is BT QueueBuster?

BT QueueBuster is a fully automated, real time call back system that gives customers the option of receiving a return call – without their place being lost in the queue or their call being lost to your call centre. BT QueueBuster offers to wait in your customer’s place, then automates a return call when it reaches an agent. Callers are simply asked to speak their name to receive a call back. Agents receive call backs as ordinary inbound calls, with the advantage of the caller’s name being played to them, so they can greet customers personally.

Every call centre has daily fluctuations in call volume that make it impossible to completely eliminate queuing – that’s unless your strategy is to staff right up to peak, accepting higher than average staff costs and lower productivity when peaks die down. Or perhaps you are increasing costs by using overtime, part-time or agency staff to manage peaks? By enabling your agents to handle more calls BT QueueBuster will reduce these costs.

BT QueueBuster increases your call handling capacity, without increasing headcount.

Benefits include:
- Keeping customers out of queues
- Reducing call abandonment and lost calls
- Increasing call handling capacity without increasing staff costs
- Increasing sales revenue
- Reducing the telephony costs of your customers
- Reducing complaints about hold times
- Significantly improves customer satisfaction.

Clear Commercial Benefits

BT QueueBuster can completely turn around the negative aspects of queuing into a positive experience for your customers and agents. BT Retail has already adopted BT QueueBuster to improve customer satisfaction and increase call handling capacity in many of its own call centres. Whether sales or customer service, each service implemented can achieve clear cost and performance benefits.

Risk Free Implementation

Some technology implementations can cause considerable pain before systems can run smoothly and start to reap benefits.

In contrast, BT QueueBuster is non-invasive and connects to any existing switch or telephony system – even across multi-site, multi-switch operations. Customer contact applications continue to operate as normal. Neither costly re-training or changes to agent processes are needed; agents still receive an inbound call.

Making life easier for Agents

It’s agents who bear the brunt of customer frustration. Complaints about wait times increase call durations, queues get longer and more callers abandon. Given that motivation of agents is key to the success of any call centre, the impact of queues on agent morale should not be underestimated. Surveys* of agents using BT QueueBuster have been exceptionally positive.

So as well as improving agent productivity, BT QueueBuster can improve agent morale.

How it works

When you buy BT QueueBuster you’ll be supplied with a resilient telephony server node that couples to your switch via a standard E1 or T1 digital connection. The integrated software is configured to accept calls from your customers caught in a queue who have elected to take the BT QueueBuster option. The customer records their name and any other details that you need (such as alternative telephone number to call back on) and the system then takes their place in the queue. When an agent answers, the customer is called back whilst the agent listens to a short message and both parties are now connected.

Surprisingly, QueueBuster calls are typically shorter than standard calls despite the connection times. You’ll be able to monitor this and other critical data using a comprehensive suite of management and reporting tools. BT QueueBuster is priced and sized dependent upon the concurrent call capacity of the system you select so it can grow with your call centre.

Services and support

Our team will help you size, specify and configure your BT QueueBuster system. We have a suite of well calibrated simulation tools that can successfully demonstrate the likely impact of a system in use and help you optimise utilisation whether you want to use the system in a sales, service or tactical deployment.

During installation, we will be able to help you ‘tune’ your messages and manage customer expectations to get the most out of changing needs. Of course we also install, configure and commission. We also train you to be able to use the management reporting tools and the real-time queue management tools that come with all BT QueueBuster systems.

Once installed, we can provide a range of service and support services including real-time monitoring to help ensure that you receive exceptional service levels and minimal potential disruption.

QueueBuster Key Features

<table>
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<tr>
<th>Feature</th>
<th>Description</th>
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<tr>
<td><strong>Call handling</strong></td>
<td>Existing IVR/ACD systems operate as normal until agents are busy or queues exceed a defined wait time.</td>
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<td><strong>Multiple queues</strong></td>
<td>BT QueueBuster can offer call backs to customers calling different numbers or departments and connect the call back to the correct agent group.</td>
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<td><strong>Agent announcements</strong></td>
<td>Caller’s name is pre-announced to agents so they can personalise their greeting.</td>
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<td><strong>Estimated wait time</strong></td>
<td>Callers can be advised when to expect their call back.</td>
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<td><strong>Automated call back</strong></td>
<td>Call backs are received by agents as normal inbound calls.</td>
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<td><strong>Intelligent call routing</strong></td>
<td>Calls can be diverted to overflow numbers.</td>
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<td><strong>Multiple language support</strong></td>
<td>BT QueueBuster can speak in different languages to different callers depending on the number dialled.</td>
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<td><strong>Agent display</strong></td>
<td>Any agent display, screen pop or CRM application reliant on telephony CLI will continue to operate as normal.</td>
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<td><strong>Configurable caller retry</strong></td>
<td>If unavailable, (e.g. engaged) BT QueueBuster will retry (e.g. every 10 minutes up to 3 times).</td>
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<td><strong>Web-based control centre</strong></td>
<td>Real-time visibility of call activity and comprehensive reporting.</td>
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<td><strong>Rapid installation</strong></td>
<td>Typically four weeks from order with a further week to commission and a day of user training.</td>
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QueueBuster™ is a trademark of Netcall plc
Why BT?

We have the capability to deliver and manage the whole solution

- BT is THE supplier of business telephony and the market leader in systems sales and service provision for decades
- We are a one-stop solutions shop – from small office keysystems to fully converged e-business solutions; packaged applications and managed services
- Our expertise covers everything you need:
  – from the cabling under your feet to the applications on your desk
  – from consultancy, systems development, installation through to maintenance, technical support and account management
- We offer a complete and consistent service wrap, with a service portfolio spanning the life of your solution
- BT has teamed up with world-class suppliers to give you access to the widest range of quality products and services – from systems integration and logistics through to product development, technical support, customer service and sales & marketing support
- BT Convergent Solutions is the only UK communications service supplier to have been awarded Gold Partnership status by Nortel Networks, CISCO and Avaya – proof that we meet and exceed the standards set by the world’s top communications companies
- We can offer you a tangible local partnership for ownership and accountability, and a national partnership to ensure true scalability.

This is one in a number of brochures about our business solutions and platforms – colour coded to help you find your way. Download more brochures and datasheets at www.bt.com/cs/contactcentres and click on Further Information.

Contact & Further Information

To find out how we can help you with BT QueueBuster or anything else in our portfolio

- Talk to your BT Account Manager
- Call Convergent Solutions on Freephone 0800 389 4848
- Visit www.bt.com/convergentsolutions

Offices worldwide

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