Clarity of vision
BT Billing and Value-added Solutions

Contents

1. BT’s Value Proposition 2

2. Management Information Tools 2
   2.1. Consolidated Billing via OneBillPlus 3
   2.2. BT Billing Analyst 4
   2.3. BT Analyst Elite 5
   2.4. BT Analyst Advance 5
   2.5. Billing Solutions 6
   2.6. BT Inbound Analyst 6
   2.7. Analyst Support 7
   2.8. BT Bill Direct 10
   2.9. Network Call Performance 10
   2.10. BT Call Alert 11
   2.11. Customer Call Behaviour Analyst 12

3. Core Analyst Team and Business Centre Support 13

4. BT Account Team 13

5. BT Network 13
BT helps you take control of your telecomms spend with a range of management tools to add value to your business.

This brochure explains how these tools can help save you valuable time and money and put you in control.

If you require any further information please contact vnscampaigns@bt.com or call 0800 412 222.
1. BT’s Value Proposition

New technologies and increased competition mean that the communication solutions chosen by your company must deliver real commercial benefits, as well as “best value”, whatever the size or nature of your business.

BT’s strengths are embedded within the quality of our service offering, our people, our assets and the best-of-breed management tools we provide.

When it comes to controlling and managing the cost of doing business you can rely on BT to ensure we provide you with “value for money” communications. We have the knowledge, the experience, the skills and the range of products and services to help you develop your competitive edge.

2. Management Information Tools

BT can deliver a number of tools that can revolutionise the way that you manage your whole telephone system, both in terms of costs and performance.

BT can deliver one of the most powerful Value Add management information packages in the marketplace today. By entrusting all of your telephony requirements to BT, you can fully utilise the benefits of control and management of your entire telecommunications estate.
2.1 Consolidated Billing via OneBillPlus

OneBillPlus is our flexible consolidated bill which will change the way your company is billed. With OneBillPlus we put you in control of your bills, consolidating the accounts you want into just one invoice.

The benefits of this are:

- You get fewer bills to manage, thereby saving time.
- You can see all of your charges combined, making it easier to manage cashflow.
- You no longer receive individual red reminders.

With OneBillPlus you can choose whether to receive your bill monthly or quarterly, when to pay it* and which voice and data services you would like included. You will also receive a dedicated freephone number to deal with all your billing enquiries.

* Normal payment terms apply

Once you become a OneBillPlus customer you can start benefiting from the various other “Value” services we offer such as BT Billing Analyst (see section 2.2) which enables you to analyse electronically the information contained in your OneBillPlus. The information on your OneBillPlus is supplied on CD-ROM, which can be exported into the BT Billing Analyst software.

Both of these products are supplied to you completely free of charge.
2.2. BT Billing Analyst

BT has developed a software package called BT Billing Analyst (BTBA), which is available, completely free of charge, for all BT OneBillPlus customers to gain access to over 60 telephony estate management reports. Each report can be programmed to emulate (up to five levels) your business hierarchy, cost centre descriptions or site identifiers. This will enable you to carry out detailed or summary management reports on all of your BT OneBill CDs and throughout your BT spend.

BTBA benefits:

- Electronic analysis of billing information. This could save you many hours of work compared to analysing paper bills.

- BTBA could save you money through management and control.

- Analysis of lines enables under/overutilisation of your resources to be quickly identified and managed.

- A site-by-site analysis of calls will help you spot trends of calls that were the most expensive, or identify multiple calls to the same destination. For example, you can quickly identify those lines and cost centres that dial regularly to unauthorised numbers, such as 090 premium rate.

- Powerful statistical analysis of your telemarketing billing data.

- Exception reporting for rapid identification of areas that may require further investigation.

Apart from being able to analyse, compare and check profiles, intersite costs and exception reports, as well as look at trends on normal outgoing telephone traffic, BTBA can give full reports on:

- Featurenet 1000/5000 networks.

- Recurring rental charges.

- Telemarketing numbers.

- Private circuits.

- And now detailed analysis of company O2 mobile phone usage.
2.3. BT Analyst Elite

BT Analyst Elite (BTAE) is the next step up for more advanced users of the BT Billing Analyst. A true networking product, BTAE is designed to sit on an SQL server and give full networking capability to unlimited users in any organisation.

Taking all of the features found in BT Billing Analyst, BTAE enables simple administration control from where you can assign, by cost centre or any other identifier, personalised data mining on any part of the BT OneBillPlus without the users seeing other parts of the bill they shouldn’t. In other words, the cost centre owner/manager can see only their part of the bill and nothing else.

Future enhancements for BTAE will include advanced features that are currently under development, such as ‘BT Budget Tracker’ and ‘Operations Manager’. Both systems will enhance your organisation’s ability to control and monitor costs from a single person point of view over many product sets.

2.4. BT Analyst Advance

An add-on product to BT Billing Analyst, Analyst Advance reads BT OneBills, allows recosting of bill contents and creates invoices, bills and reports for distribution to the appropriate internal departments or customers. The reports are presented in easily understood graphical and numerical form which can be output to a printer, Microsoft Excel, Word, a CSV file, email or HTML file for upload to your company web pages. Working directly from the five levels of cost centres within BT OneBill, Analyst Advance can give the option to recost by fixed costs per call/line etc, add or reduce by a percentage or indeed automatically calculate manpower costs via call duration. Management facilities allow invoice payments to be tracked and trends to be created showing invoiced and received values over a period of time.

![BT Billing Analyst Call Summary by Cost Profile](image-url)
2.5. Billing Solutions

At BT we are committed to the introduction of innovative solutions to cut down the time you spend on administration to improve your efficiency at work. Our new value-add service ‘Billing Solutions’ aims to do just this.

Our first offer is Managed Reports. Through our success in building strong customer relationships we have learnt what information helps many of our customers to save time and money – in some cases significant savings. We want to share this knowledge with you by providing key information in a number of high-level reports that may raise some questions and help you make some decisions about how your company uses the telephone.

2.6. BT Inbound Analyst

BT Inbound Analyst (BTIBA) is a dynamic data mining and analysis tool designed to deliver performance inbound reports on all of your non-geographical telemarketing numbers. BTIBA reads the Raw Call Data (RCD) CD available every week from BT Inbound Services. These include all billed or revenue generating numbers such as 0800, 0845, 0870 and 090. Reports are displayed in numerical or graphical form, and will highlight such items as “ineffective” calls throughout your number range. These include calls that were not answered before they reach your agents, for whatever reason: callers may have received a busy tone, not been answered or indeed had a network/switch failure due to faulty lines, ACD/PABX problems or call abandonment.
Whatever the reason, BTIBA will help you to drill down to find where and when the problems occurred. It can show trend reports over a given period by company, number or answer point. With this information you can confirm over time if your call plan or operational improvements have resulted in greater efficiencies. Reports such as Repeat Call Analysis will show the actual number of callers, and answer statistic reports will enable you to establish exactly what levels of service you are delivering on specific numbers or answer points. BT Inbound Analyst is able to read the data from Supplementary Billing Statement and Raw Call Data CD-ROMs.

2.7. Analyst Support

Your Sales Executive and Specialist Value Add Manager provide a dedicated service to your organisation. With an in-depth knowledge of the value-added tools and services outlined in this brochure, they can show where and how changes can be made to improve telephony efficiencies.

They can provide advice, guidance and proactive suggestions on best practice and analytical methodologies.

Examples of these include:

- Advising your company on how to fully optimise its telephony spend.
- Providing training and consultation on all BT Value Add products, specifically BT Billing Analyst and Inbound Analyst.
- Finding operational benefits to your company in utilising other BT products and services to improve internal or external efficiencies.

### BT Billing Analyst

**Intersite Report**

<table>
<thead>
<tr>
<th>From Site A</th>
<th>To Site B</th>
<th>Calls</th>
<th>Dur (HH:MM:SS)</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRIGHTON</td>
<td>BRIGHTON</td>
<td>22,750</td>
<td>1318:00:17</td>
<td>£2,157.64</td>
</tr>
<tr>
<td>BRIGHTON</td>
<td>CHICHESTER</td>
<td>5</td>
<td>00:00:19</td>
<td>£3.357</td>
</tr>
<tr>
<td>BRIGHTON</td>
<td>EASTBOURNE</td>
<td>688</td>
<td>419:25:46</td>
<td>£215.852</td>
</tr>
<tr>
<td>BRIGHTON</td>
<td>HAYWARD'S HEALTH</td>
<td>143</td>
<td>03:07:59</td>
<td>£0.007</td>
</tr>
<tr>
<td>BRIGHTON</td>
<td>HORSHAM</td>
<td>362</td>
<td>18:17:13</td>
<td>£34,886</td>
</tr>
<tr>
<td>BRIGHTON</td>
<td>WORTHING</td>
<td>22</td>
<td>00:18:40</td>
<td>£3,067</td>
</tr>
<tr>
<td>CHICHESTER</td>
<td>WORTHING</td>
<td>1</td>
<td>00:00:21</td>
<td>£0.152</td>
</tr>
</tbody>
</table>

**Intersite Report**

<table>
<thead>
<tr>
<th>From Site A</th>
<th>To Site B</th>
<th>Calls</th>
<th>Dur (HH:MM:SS)</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>EASTBOURNE</td>
<td>BRIGHTON</td>
<td>4,486</td>
<td>1418:47:47</td>
<td>£1,658.174</td>
</tr>
<tr>
<td>EASTBOURNE</td>
<td>EASTBOURNE</td>
<td>108</td>
<td>00:54:02</td>
<td>£4,668</td>
</tr>
<tr>
<td>EASTBOURNE</td>
<td>HAYWARD'S HEALTH</td>
<td>6</td>
<td>00:25:57</td>
<td>£1,769</td>
</tr>
<tr>
<td>EASTBOURNE</td>
<td>HORSHAM</td>
<td>22</td>
<td>01:25:06</td>
<td>£5,458</td>
</tr>
<tr>
<td>EASTBOURNE</td>
<td>NON-GEORGRAPHIC</td>
<td>36</td>
<td>00:49:36</td>
<td>£7,972</td>
</tr>
<tr>
<td>EASTBOURNE</td>
<td>WORTHING</td>
<td>32</td>
<td>01:13:35</td>
<td>£5,223</td>
</tr>
<tr>
<td>HAYWARD'S HEALTH</td>
<td>BRIGHTON</td>
<td>100</td>
<td>01:59:21</td>
<td>£5,595</td>
</tr>
<tr>
<td>HAYWARD'S HEALTH</td>
<td>EASTBOURNE</td>
<td>13</td>
<td>01:13:58</td>
<td>£4,996</td>
</tr>
<tr>
<td>HAYWARD'S HEALTH</td>
<td>HAYWARD'S HEALTH</td>
<td>6</td>
<td>00:02:34</td>
<td>£0.205</td>
</tr>
<tr>
<td>HAYWARD'S HEALTH</td>
<td>HORSHAM</td>
<td>89</td>
<td>00:50:34</td>
<td>£0.990</td>
</tr>
<tr>
<td>HAYWARD'S HEALTH</td>
<td>NON-GEORGRAPHIC</td>
<td>20</td>
<td>00:30:47</td>
<td>£4,852</td>
</tr>
<tr>
<td>HAYWARD'S HEALTH</td>
<td>WORTHING</td>
<td>37</td>
<td>02:11:52</td>
<td>£12,678</td>
</tr>
<tr>
<td>HORSHAM</td>
<td>BRIGHTON</td>
<td>14,951</td>
<td>57:09:15</td>
<td>£801,125</td>
</tr>
<tr>
<td>HORSHAM</td>
<td>EASTBOURNE</td>
<td>30</td>
<td>01:02:40</td>
<td>£4,318</td>
</tr>
<tr>
<td>HORSHAM</td>
<td>HAYWARD'S HEALTH</td>
<td>94</td>
<td>04:19:07</td>
<td>£3,290</td>
</tr>
<tr>
<td>HORSHAM</td>
<td>HORSHAM</td>
<td>1</td>
<td>00:00:22</td>
<td>£0.042</td>
</tr>
</tbody>
</table>

**Totals**

<table>
<thead>
<tr>
<th>From Site A</th>
<th>To Site B</th>
<th>Calls</th>
<th>Dur (HH:MM:SS)</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>55,135</td>
<td>4883:19:23</td>
<td>£7,911,341</td>
</tr>
</tbody>
</table>

**Percent**

48.77%
Clarity of Vision

BT Inbound Analyst
Front Report Screen

BT Inbound Analyst
Distribution of Ineffective v Answered Calls
BT Inbound Analyst Trends

Click on an inbound number to show trend graph for a number. Click on the total line at the bottom of the grid to show overall trend graph.

BT Inbound
Repeat Call Analysis

Repeat Call Analysis - Click on a calling number to view the call analysis in more detail.
2.8. BT Bill Direct

BT Bill Direct is a billing service which enables your homeworkers to make business calls from home and have them billed directly to your BT telephone bill by simply entering a code number before each business call. Call charges are seamlessly transferred from the domestic bill to the BT OneBill account, taking advantage of corporate call discounts.

BT Bill Direct benefits:

- Simple and easy to use – homeworkers will be able to use their existing telephone line, and just dial 12823 before the number they wish to dial.
- Reduced administration time and costs.
- More efficient management – instead of making hundreds of telephone expense claims, you can search through your OneBill using BT Billing Analyst, and all your homeworker business calls will be itemised on the bill.
- As your homeworker calls will receive eligible business discounts, the cost of calling could become even cheaper.
- It’s easy to order – just let us know your exact requirements and BT will do the rest!
- Can be used for both your voice and data calls, and programmed into your PC to send and receive information with minimal effort.

2.9. Network Call Performance

Network Call Performance (NCP) is a flexible information product based around bt.com that will allow you to view information about your incoming and outgoing call performance/handling on PSTN, ISDN and Featurelines. NCP will identify the volume of calls receiving the engaged tone, calls which are unanswered and the time taken to answer successful calls. This can help you to understand how your customer relationship management could be improved e.g. more effective handling of customer calls, defining and meeting agreed service levels etc. By helping to highlight areas of lost calls (which may result in lost business), NCP helps you to make informed decisions about the number of lines you require for your business to operate effectively.

Your company can select the number of lines you want to monitor in each report (to a maximum of 50) allowing you to gauge, for example, the efficiency of call handling at individual sites, offices, branches or on specific lines.

Delivery of NCP via bt.com means that information can be accessed from one central place by any of your company-nominated users, increasing the ability to share knowledge throughout the organisation in a cost-effective and secure way.
NCP stores up to three months’ worth of information, which can help your company to compare and improve your call handling performance. Moreover, understanding calling trends over a longer period may help to inspire and track new business initiatives.

Each format will contain the following information (although static reports will contain additional information):

- Incoming and outgoing call split.
- Incoming and outgoing call duration.
- Incoming call attempts.
- Time to answer.
- Outgoing call attempts.
- Call destination frequency.
- Call destination duration.

2.10. BT Call Alert

Call Alert is a very powerful automatic information notification service which tells your company quickly about outbound calls outside the normal parameters of your expected usage. At present there is a charge for this service.

Call Alert will provide you with email and/or SMS notifications of alerts, enabling you to track certain types of calls, thereby controlling your costs and reducing losses from potential fraud or abuse.

Call Alert Classic

Call Alert Classic is an entry-level information notification service that allows you to manage your call costs and help reduce exposure to unwanted or fraudulent phone calls.

The service enables you to identify outbound calls that fall outside your normal parameters of business use. Classic offers a set of off-the-peg profiles for you to choose from.
and provides automatic email notifications, for up to three company representatives, when call usage exceeds the pre-defined parameters.

This means that your company no longer has to wait for their bill before anomalous call activity can be identified, or use valuable resources checking it. Call Alert will let you know of an unusual call being made on your BT lines, so that you can take action to reduce the chances of it happening again.

**Call Alert Advanced**

Call Alert Advanced is a premium information management service offering tailored profiles to alert you to anomalous call activity on your BT business lines. It offers enhanced functionality to the BT Call Alert Classic Service, including features such as: tailored profiling; choice of notification method (email and/or SMS); and management/summary reports.

### 2.11. Customer Call Behaviour Analyst (CCBA)

CCBA reports, initially designed for our account managers and specialists, can give information that may be required before the OneBill is created. CCBA can show detailed profile information on outgoing call data from any or all of your sites over the past two years. A variety of reports can be created that include an inventory of BT rented equipment. The profile reports show total cost and duration of all your outgoing calls, as well as intersite calls, plus revenues and totals for trend analysis. CCBA reports are delivered on an ad hoc basis when requested from your Account Manager or Sales Executive.
3. CAT and BT Business Centre Support

Located in Bristol, the Core Analyst Team (CAT) supports all of the main Value Add software packages including Billing Analyst and Inbound Analyst. The desk-based managers give free advice on downloading data from the bt.com web server, correctly installing the applications and guidance on report generation.

The CAT contact number is 0800 412 222

The Business Centre provides a dedicated team with named contacts for new provision work, fault reporting and overall queries. As a team they own the client’s issues and over the many years of dealing with company contacts, they have built an excellent working relationship and understanding of business needs.

4. BT Account Team

Your company is recognised as a customer of significant value to BT. As two business organisations we share a number of synergies. The BT account team provides day-to-day support and management of the overall relationship with your company. They work on a proactive and reactive basis, understanding your business requirements and turning those requirements into tailored solutions. The team will also provide leadership and technical innovation, helping you plan your company’s future technology requirements. They are focused on bringing business benefits and reducing costs in as many areas as possible, aligning with your company’s best-value requirements.

5. BT Network

The existing service and performance of the BT Network enables your company to release resource, time and management for other areas of the business. The performance targets achieved endorse BT’s track record of continued commitment to your company for high service quality and reliability.