

IP OFFICE

SIMPLE, POWERFUL COMMUNICATIONS FOR YOUR ORGANISATION



IP OFFICE: YOUR COMMUNICATIONS – YOUR DEVICE

Successful organisations are always looking for new ways to do more with less — keeping business flexible, innovative and competitive without driving up operating costs and capital expenses.

Today's consumer is different, media-savvy, expecting fast resolution through new forms of communication and interaction. Think email, texting, Twitter, web chat and more. They operate in both the real and virtual world, are well informed and as a consequence can be extremely demanding.

To do business in this environment, organisations need a solution that empowers their staff to respond on their device of choice: laptop, mobile, office or home phone — using wired, wireless or broadband connections.

ARE YOU MANAGING YOUR COMMUNICATIONS – OR ARE YOUR COMMUNICATIONS MANAGING YOU?

Does this happen in your organisation?

- Someone calls with an urgent, time-sensitive request but is unable to reach the right person for an answer.
- An unexpected development — severe weather, a personal matter — leaves a key employee stuck at home and completely unproductive.
- Staff give out personal phone numbers (such as a mobile) that confuse customers and affect your control of those relationships.
- You suspect peak call volumes result in lost calls but have no idea how many or how much it's costing you.



SWITCH ON TO UNIFIED COMMUNICATIONS

IP Office is a communications solution that gives you the power to unify communications in your organisation and do business any time, any place, anywhere on a device of your choice.

Are you switched on for multi-channel contact?

TRANSFORM YOUR ORGANISATION WITH IP OFFICE

IP Office is a simple, powerful platform that provides telephony, messaging, conferencing, customer management and unified communications for organisations with up to 300 employees.

Instead of keeping your communications separate, IP Office and LAN infrastructure brings them all together. So it unifies communications by phone, text or email or voicemail in the same inbox.

With IP Office and a BT Business Hub, you can turn a line at home into an office extension. So you can collaborate with customers and staff on a conference call or analyse how you are responding to customers, just as you would in the office. IP Office simplifies wired, wireless and internet communications.

You can also rely on IP Office to help you:

Manage your expenditure

- **Reduce the cost of your mobile phone/long-distance calls:** you can use SIP (Session Initiation Protocol) and make calls over an IP connection rather than a traditional telephone network.
- **Reduce costs:** with IP Office, you can host calls for up to 64 participants and reduce your travelling costs.

Improve productivity

- **Connect your mobiles:** staff can get their voicemail and email on their mobile phone in the same inbox, whether they're at home, on the road or in the office, speeding up response times.

- **Handle calls more efficiently:** instead of using employee time to answer and re-direct incoming calls, rely on the built-in intelligence of IP Office to route calls quickly and accurately to the right person.

Improve customer service

- **Reach your employees on the device they're using:** you can set up calls to ring simultaneously on multiple devices such as office, mobile and home phone.
- **Enable employees to greet customers with a personal message:** and a pop up box on the screen tells employees who's calling via a plug-in for Salesforce.com.
- **Analyse call length and missed calls on your system:** understand how you're serving customers and identify points of failure so you can address these gaps.

Grow your organisation

- **Scale and expand your communications:** from 5 to 300 employees.
- **Set up, add or change communications features quickly:** IT staff can use customised templates to deliver the right features to the right employee – office, mobile or remote worker¹.
- **Easily add or move IP phones:** just plug into a LAN and power on.



SERVE AND RETAIN YOUR CUSTOMER BASE

DESIGNED FOR IT ADMINISTRATORS

Standard Care	Basic Cover – we will respond to your faults by the end of the next working day, 8am to 5pm, Monday to Friday (excluding public/bank holidays). It's the most cost effective way to cover your non-essential services.
Prompt Care	Six Days a Week Cover – we will respond to your faults within four working hours, 8am to 5pm, Monday to Saturday (excluding public/bank holidays). This is BT's most popular service for organisations.
Total Care	The Total Solution – we will respond to your faults within four hours, round the clock, 365 days a year (including public/bank holidays).
Critical Care	Extra-Fast Response and Fix – BT's Critical Care will respond to your fault within 2 hours and aim to fix it within 6 hours. (24 hours a day all year round, including bank and public holidays).
Custom Care	If you require maintenance cover that is outside our standard offerings, customised packages can be designed for you.

IP Office enables IT administrators to manage the system from anywhere. You don't have to be on-site to administer all offices from one location and eliminate time and travel costs.

Whether you're adding a new office or employee to the network or setting up a customer service help desk, IP Office keeps it simple.

You can swiftly deploy customised features: IP Office gives you the freedom to design your own set of features – the ones your users need most. Take advantage of pre-existing templates and quickly set up and deploy typical user profiles or customise them for specialised groups.



VIRTUALISE CONTACT – ANYONE, ANYWHERE, ANYTIME

Job roles are varied and their location diverse. Employees are working in the office, from home, on the road or across a mixture of locations. As a result, the popularity of unified communications — email, voicemail and text in the same inbox — is continuing to increase.

IP Office delivers the right software features to the right people, specific to their job role. So receptionists, sales people, call centre workers and managers can work from home, on the road or in a remote office¹ — anywhere with an internet connection with the features they need.

With point-and-click call controls, **receptionists** can quickly see who's calling and why through integration with commonly-used database software.

Customer service agents quickly answer calls about products, sales, service and billing. They know how many calls are on hold, in progress or lost, agents logged in and out.

While **customer service supervisors** easily monitor and measure how agents are handling calls and judge the value of marketing campaigns.

In fact, IP Office is useful across the organisation for roles-based employees.

Power user — any employee controlling office communications by an IP phone, mobile phone or laptop — gets automatic notification of important voice mails and emails in their inbox. Their calls ring simultaneously on all devices so power users react fast to calls and can also organise conference calls for up to 64 people.

Office worker — any employee using a PC who needs to communicate more easily — uses instant messaging, visual voicemail and presence capabilities to quickly reach co-workers.

Mobile worker — any employee using a mobile phone as an extension of the office phone — answers customers from a business number, whether they're in the office or on the road via call routing.

Teleworker — any employee working from home — makes their home a remote extension¹ of the organisation with the same functionality as the main office.



CONTROL COSTS

IP Office is available in three editions, enabling you to make the right choice for your organisation.

“I just need basic communications.”

IP Office Essential Edition is packed with an organisation’s “must haves”—call routing, caller ID, hold/conference/transfer and voicemail.

“I want to make my people more responsive and professional.”

With **IP Office Preferred Edition**, you get everything that’s in the Essential Edition plus ten times the messaging capability. You can broadcast a single voicemail to the entire company, specific department or team. You’ll also get:

Secure conference calls: with its built-in conferencing capability, IP Office Preferred Edition makes it easy for all your users to host their own password-protected conference calls.

Intelligent call routing: you never know when your most important customer will call. So you can program your system to handle all your sales and customer service calls from one location. IP Office recognises the area code and incoming number and routes them to the right team.

Call recording: record some of your calls for training purposes.

“Give me the tools to serve customers more effectively.”

IP Office Advanced Edition gives you everything you get with Essential Edition and Preferred Edition plus:

Real-time customer relationship management (CRM) when integrated with Salesforce.com: call centre supervisors immediately receive alerts when service thresholds are exceeded. They can get reports of calls in progress or dropped, take swift action to optimise call routing, and contact critical customers.

Automated 24/7 self service: to improve the customer experience, let them know where they are in the call waiting queue and excite them with details of promotions and special offers.

Seamless retrieval of recorded calls: archive all recorded calls. Start, stop, pause, skip forward/backward and export by date, time, parties, length or target extension number.



FINANCE OPTIONS

With BT Finance Leasing, a full range of payment options is available to suit every pocket. Payments are typically spread over anything from 3 to 7 years. No up-front capital expenditure is required and payments may even be tax deductible.

Terms and Conditions

All funding offers are subject to status and documentation will be offered through BT Finance, which is a registered trademark of British Telecommunications plc, used under licence by a panel of funders and banks.

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BT AND AVAYA WORKING TOGETHER

BT and Avaya understand one size doesn't fit all – no two organisations are the same and no one solution works for everyone. That's why the depth of our partnership is vital. We have been working together since 1990, so why not benefit from our combined strength and experience?

BT has more than 20 years' experience in designing, running and managing IP networks for government organisations and businesses. We rigorously test services and only launch them when we're confident we can deliver the quality of service you demand.

That's why BT has a network of test environments distributed around the UK supporting multiple CRM technologies.

Avaya provides unified communications, contact centres, data solutions and services. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

Together, BT and Avaya are enabling organisations to simplify their communications, control costs and engage customers and employees.

¹ You will need a BTnet connection and an IP system or a BT SIP Trunk Gateway.

² MZA PBX-IP PBX Competitive Environment 2010, below 100 users.

Why BT?

- A single communications supplier can save you time and money, leaving you to focus on your business.
- With BT inclusive calling packages, any calls made through IP Office, whether landline or mobile, are included.
- 90% faults fixed by the end of the next working day.

Why BT and Avaya?

- Avaya is the number 1 communications system manufacturer in the UK.²
- BT is the only UK business to achieve Avaya Global Platinum Partner Status.

LEARN MORE

Together, Avaya and BT can help your company maximise productivity with intelligent communications solutions specific to the needs of your workforce.

**To learn more, contact your BT account manager directly
or visit www.bt.com/btipoffice**



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