



Case studies

Attachment D

18 October 2024



A UK Telecommunications Company

Enhanced customer service capabilities, operational efficiency on an evergreen platform

Challenges

- Current platform was end-of-service-life
- An adaptable innovative evergreen solution was required, to cater for continuous updates
- Self-service and control was needed without 3rd party dependency
- Estate management simplification
- Improved customer interaction
- Cost efficiency.

Solution

Genesys Cloud Contact Centre.

The decision to stay with BT as the incumbent provider was influenced by the professional engagement during the RFP process, and the desire to leverage our understanding of the customer's business.

Status: Deployed	Location: UK and India
Size: 3,500 agents 30 sites 2,000 user licences	Industry: Telecommunications

Results and benefits to the customer

The migration to Genesys Cloud was approached by migrating telephone numbers associated with specific business functions, resulting in:

- **A smooth transition** without requiring agents to log into multiple systems.
- **Simplified estate management:** Chat has moved onto Genesys and credit card payments integrated into the platform.
- **A positive experience with BT's Implementation and Support:** The BT team provided expertise and support throughout the migration

process, with invaluable consultancy for the more complex tasks.

- **Future Innovations:** Customer is planning to leverage Genesys Cloud's capabilities for conversational bots in SMS flows. Recognising the demand from their customers, they are exploring WhatsApp as a channel, and moving to web messaging to enhance their customer service and operational efficiency.
- **The use of AI and agent assist technologies like Co-pilot and agent assist** are also being explored, to further enhance customer service and operational efficiency.

Statistics:

103199 average monthly outbound calls
141342 average monthly e-chats
56358 monthly outbound calls
3200 GSIP channels.

A FTSE 250 UK Financial Company

The successful implementation of a modern, scalable, contact-sensitive solution

Challenges

- Operational inefficiencies due to legacy systems, which were diverse and not integrated
- Fragmented contact centre solutions were supported and maintained which led to higher costs.

Solution

BT provided a comprehensive solution that included Genesys for contact centre operations, secure payment solutions through Securio, and integration with other app partners like Shelf for knowledge management.

Status: Deployed	Location: UK
Size: 1,500+ employees	Industry: Banking and Financial Services

Results and benefits to the customer

BT's ability to deliver complex IT solutions that met the client's needs and supported their strategic objectives, resulting in:

- Improved operational efficiency.
- Better customer service through integrated channels.
- Improved control over technical diversity.
- A scalable solution that supports the customer's growth and acquisition strategy.

- Continuity of BT resource was key, and the thought leadership BT provided on an ongoing basis to meet business needs.
- High satisfaction with BT's service - the strong relationship, expertise, and support provided throughout the project.

Future plans

There are plans for a phase three of the project to further expand and optimise the use of the Genesys platform and other integrated solutions.



Customer quote:

“So far, our experience with the BT project team has been very positive. The team is clearly very credible and experts in what they do. They are easy to work with and have easily slotted in with us as an extension of our (internal) project team.”

A Global Airline Company

Flying High: Working with a global airline to take customer experience to the next level.

Challenges

Giving a premium travel experience with a focus on luxury, comfort, and innovation, providing exceptional customer experience is always high on our client's agenda. Their infrastructure challenges were:

- To stay cost neutral for next 18 months
- Deliver superior service with a personal touch
- Become more agile, efficient & progressive
- Maintain a user-friendly environment for employees
- Better flexibility and scalability
- Updated tools, systems and processes
- Create a seamless digital end-to-end service for customers.

Solution

Genesys Cloud | Inbound voice network
Outbound network | Web service.

Status: Deployed	Location: Global
Size: 108,996 employees from 160 nations	Industry: Airline

Results and benefits to the customer

Where cost and legacy systems were previously inhibiting their ability to be innovative, our customer saw huge benefits moving to the cloud:

- **Consistency:** BT & Genesys Cloud offered the right level of customisation – not just the integration of all key contact and data systems seamlessly, but also ensuring all customer touchpoints were on-brand with the right look, tone and feel.
- **The introduction of WhatsApp as a customer contact channel** was implemented for premium customers within a month.

- **Employee engagement:** BT is working with our customer on wider device integrations, to equip staff with the tools they prefer to use as well as exploring app partners to introduce new wellness initiatives.
- **Resilience during crisis management:** The platform withstood peaks in demand during a period of numerous flight cancellations due to flooding. Throughout this, contact was well maintained with customers.
- **Global reach** is critical. BT is supporting their contact centres across the globe including a presence in India, China, EU, Hungary, UK to name a few.

Why our relationship works

The long-standing nature of our relationship means we've been on a journey together. In fact, the most recent technology refresh was the third major project we launched in partnership.

It's very much a two-way street. This particular brand has lots of in-house expertise but regularly seeks out BT and Genesys to discuss the art of the possible and collaborate on new ambitions and roadmaps.



A Global Logistics Company

Delivering the future: Building a business case to drive customer experience forward

Challenges

- To be future-proof, scalable and on-demand
- The ability to leverage existing investments in network and edge infrastructure was required, to maximise efficiency and cost-effectiveness
- Facilitate omni-channel contact
- Integration with existing and future back-end applications
- Needed to form part of a managed migration away from their existing solution
- Important to benefit from 24/7 service desk support.

Solution

Delivery of a cloud-based omnichannel contact centre solution, complete with voice recording, analytics, integration with CRMs and back-end applications, voice interconnect, AI capabilities, and a flexible commercial model.

Results and benefits to the customer

The partnership between BT and this customer has always been solution focused. We target key pain points and tangible improvements to make the goals and expected improvements clear.

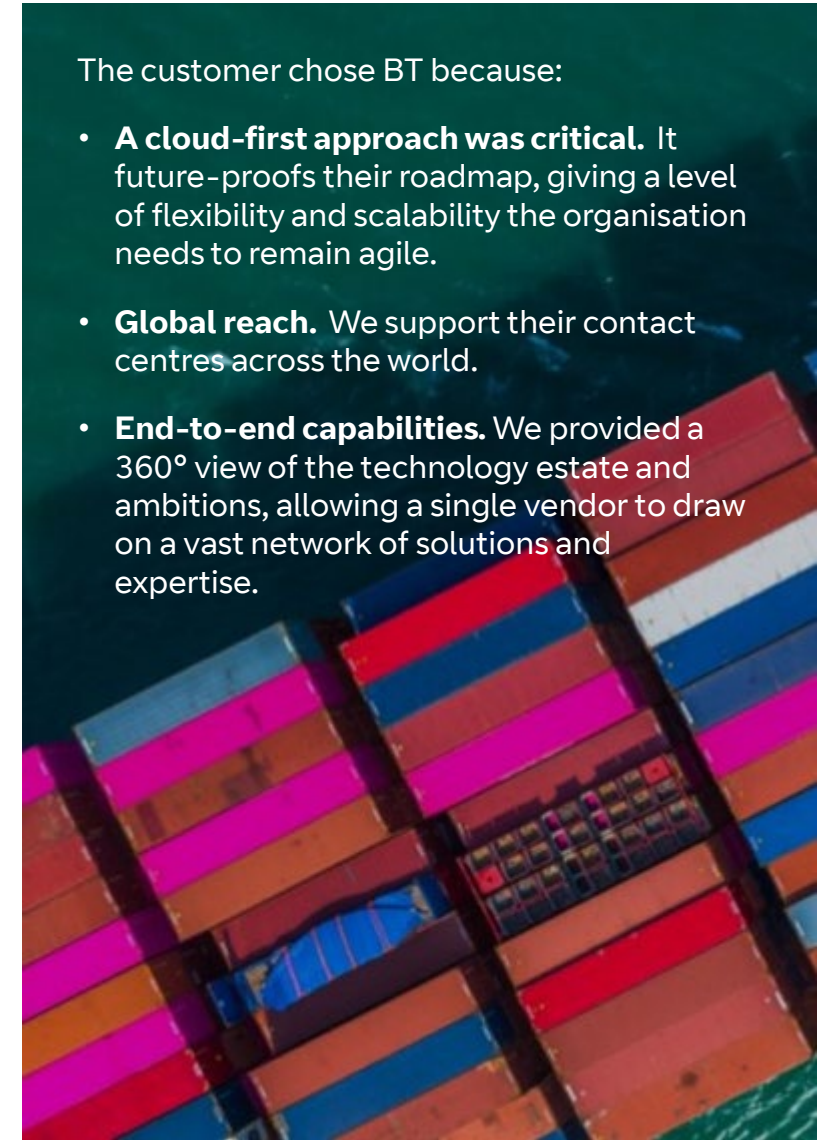
Status: Deployed	Location: Global
Size: Support 20,000 users across 205 countries	Industry: Logistics

Benefits of our solution:

- **Greater self-service capabilities to staff and customers**, and reduced customer traffic into the contact centre. An ambition previously restricted by voice, email and chat systems being siloed and disjointed.
- **Took control of fragmented managed services.**
- **Employee skills and tools were enhanced** so they can deliver more accurate and timely information to customers.
- **Data capabilities unlocked to provide improved end-to-end tracking information.**
- **A better contact centre experience for customers and staff**, including more seamless omnichannel customer service capabilities.
- **Reduced call centre costs.**
- **Enhanced internal communications.**
- **More proactive business decisions can be made** through leveraging customer and employee engagement insights.
- **Effective project management.** Very successful deployment plans centred around clearly defined pilots. Recent transformation has been delivered first via 2 pilot projects that have helped to manage risk and gain buy-in across the organisation.

The customer chose BT because:

- **A cloud-first approach was critical.** It future-proofs their roadmap, giving a level of flexibility and scalability the organisation needs to remain agile.
- **Global reach.** We support their contact centres across the world.
- **End-to-end capabilities.** We provided a 360° view of the technology estate and ambitions, allowing a single vendor to draw on a vast network of solutions and expertise.



A UK Government Office

Taking call handling times, productivity, and agent satisfaction to the next level

Challenges

- Needed to level up how services were being delivered
- Better scalability, functionality and stability
- Improvement needed in customer, end-user and call centre agent experiences
- To become leaders in digital globally by investing in market-leading products.

Solution

Genesys Cloud Contact Centre

Status: Deployed	Location: UK
Size: 2,500 agents in customer services	Industry: Government

Results and benefits to the customer

BT was chosen because of previous experience at this scale, and proactive assistance with snags during the rollout.

- **Pre-staging:** BT & Genesys pre-staged their tech environment for stability in the early stages of the rollout.
- A careful balance between and security was maintained at all times.
- An 'empathetic service' was delivered by understanding what the end-user needed:

Through our Hypercare team, customer and agent experiences were enhanced - people can now engage with this customer on their own terms and preferences (e.g. apps instead of calls).

- **Large language models:** Agent co-pilot, post-call wrap ups now in place - making the experience easier for agents.
- **Language barriers broken down** with real-time translation (Whisper).
- **Smoothest transition of any voice platform ever** - Customer service teams' feedback.



First to move to contact centre in Genesys cloud	22 contact centres migrated to the cloud in 2 months	Top 1% by seats, by minutes, all UK	Rollout completed early , allowing later-scheduled projects to start
Agent satisfaction improved by 37% by having better tools to work with	Average call handling / wrap times down by 15% against the previous platform	A 33% productivity increase - agents receive timely feedback in a better way	1500 POC webchats over one month

A UK Building Society

A better service and improved experiences for employees and customers

Challenges

- Existing on-premise data centres was coming to an end
- Needed to move beyond traditional infrastructure
- Better flexibility for future growth needed
- A single workforce management platform was needed for 2,800 employees, spread across 78 branches
- A platform and partner was needed that could support future transformations involving artificial intelligence, improved resource management and enhanced reporting and analytics.

Solution

Genesys Cloud Contact Centre
Microsoft Teams

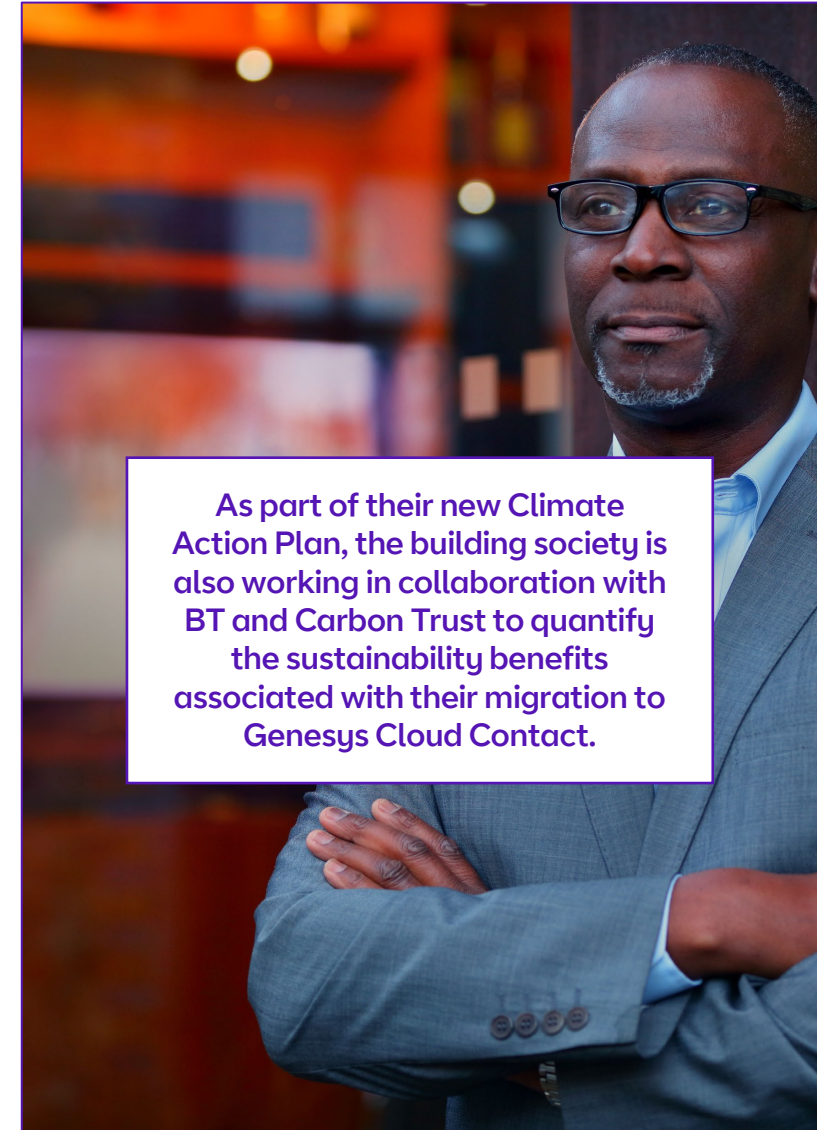
Results and benefits to the customer

Our starting point was to draw on our long-standing partnerships with Genesys and Microsoft, to create a tailored and detailed

Status: Deployed	Location: UK
Size: 2,800+ employees	Industry: Banking and Financial Services

transformation roadmap that met every one of our customer's goals:

- **Native integration between platforms:** Genesys and Microsoft Teams migration plans brought together into one change programme - maximising the benefits of one supplier and a single service wrap.
- **Compliance:** Every aspect of the programme complies with financial services the customer's own cloud governance processes.
- **Solution supports the latest developments in natural language technology:** Predictive engagement capabilities, biometrics, security, PCI compliance and analytics.
- **Easy customer interactions:** IVR routing and cross-channel integration means callers are always securely escalated appropriately, and agents are free to focus on the most complex, sensitive enquiries.
- **Better inter-departmental working due to an improvement in collaboration:**
 - Easier internal calls through Microsoft Teams, and the single presence function means everyone knows who's available
 - Shared contacts and directories lead to smooth workflows.



As part of their new Climate Action Plan, the building society is also working in collaboration with BT and Carbon Trust to quantify the sustainability benefits associated with their migration to Genesys Cloud Contact.