BT Means Business

BT Optimise Contact Cloud:

Powered by Verint® Solutions

Market changes mean new opportunities

Consumer trends

- **31%** shop more online.
- **85%** want video chat.
- **74%** phoned a contact centre.
- **58%** like the idea of organisations using technology like AI to identify them.

Technology challenges

- Closing of the gap.
- Managing digital adoption.
- Security black holes.
- Underestimating the network.

Organisational challenges

- Managing complex stakeholders.
- The move to homeworking.
- Avoiding silo technology or vendor lock-in.
- Delivering a better, more efficient customer experience.

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Why BT?

We work with best-in-class application partners – giving you access to the right tools and expertise for all your contact centre needs.

- With services available in 180 countries around the world, our service is truly global.

- It's underpinned by our network, so you can rely on us to stay connected to your customers.

- We frequently add new features to meet consumer trends – helping you keep up with the latest technologies.

- We pride ourselves on consistency – routing calls to the best available agent first time, every time.

- We'll help find the right cloud platform for you.

- We'll take care of the cloud migration and make sure you're getting everything you need from your platform.

- We can integrate your platform with a host of ecosystem partners – creating a bespoke solution that works for you.

Keeping pace with the digital landscape

We're a **leading security, infrastructure, collaboration, and contact centre provider** to major multinational corporations around the globe. Our global team of around **17,000 people** serve customers in **180 countries**.

95 of FTSE 100 companies are working with us.
We support some of the world's largest companies, nation states and critical national infrastructures with unparalleled insight into the challenges, opportunities, and threats facing them today.

Our strategy

What
Perfect predictability

You need reliable, consistent network performance with strong security and smooth cloud access to keep your business applications running smoothly.

How
Outstanding orchestration

We help you move to modern networks with a service that supports self-service and automation, anticipates your needs, and delivers a consistently excellent experience.

Why
Skill, scale, and speed

We're trusted for our deep technical knowledge and global presence.

Our portfolio

Our portfolio and expertise prioritises market opportunities with cloud native IT and service-assured partners.

Security

We're a vital part of the UK's Critical National Infrastructure. We defend ourselves and our customers from over 6,500 cyber attacks each day and spend £62m each year on research and development for security.

Smart transformation

Wherever you are in your journey, we'll adapt to meet your needs. We can deliver executive strategy workshops across infrastructure as well as transforming your security, services, and contact centres.

Innovation

Innovation brings more interdependent choices. We have extensive, long-standing, joint research programmes with over 50 universities and institutes globally, together with around 95 industry partnerships.
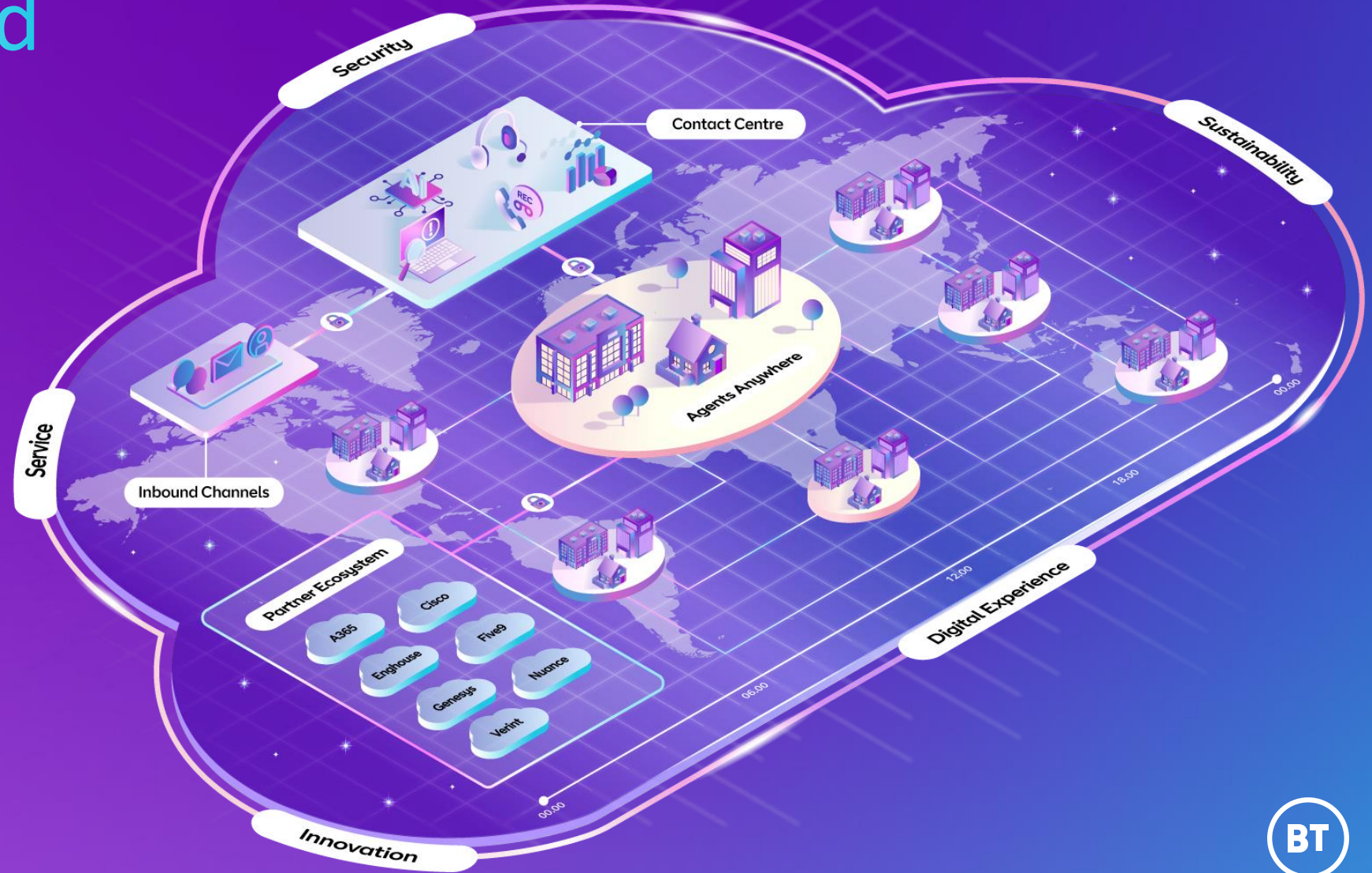
Sustainability

To be a responsible business and a visible leader, we're tackling shared challenges like:

- Digital skills.
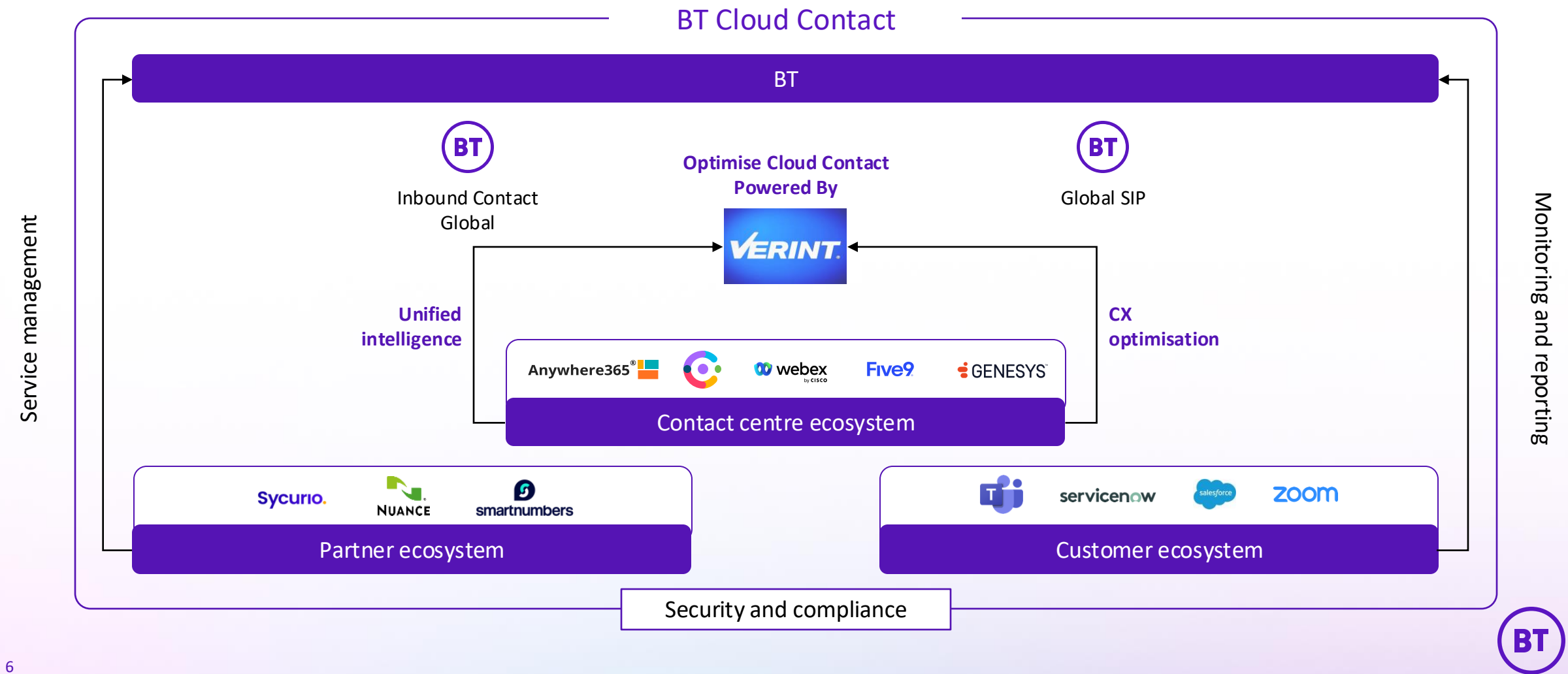- Responsible tech.
- Climate change.

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Mastering
the multi-cloud

The contact centre story

Secure integrated ecosystem

We innovate through our ecosystem of market-leading vendors.

BT Cloud Contact

Service management

Monitoring and reporting

BT

BT Inbound Contact Global

Optimise Cloud Contact Powered By

VERINT

BT Global SIP

Unified intelligence

CX optimisation

Anywhere365® | webex by CISCO | Five9 | GENESYS

Contact centre ecosystem

Sycurio. | NUANCE | smartnumbers

Partner ecosystem

Teams | servicenow | salesforce | zoom

Customer ecosystem

Security and compliance

6

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The contact centre vendor landscape

Contact centre portfolio

Enhance: Unified Intelligence and optimisation

Analytics

AI workflows

Bridge

Workforce management

Managed services

Internal contact centres

External contact centres
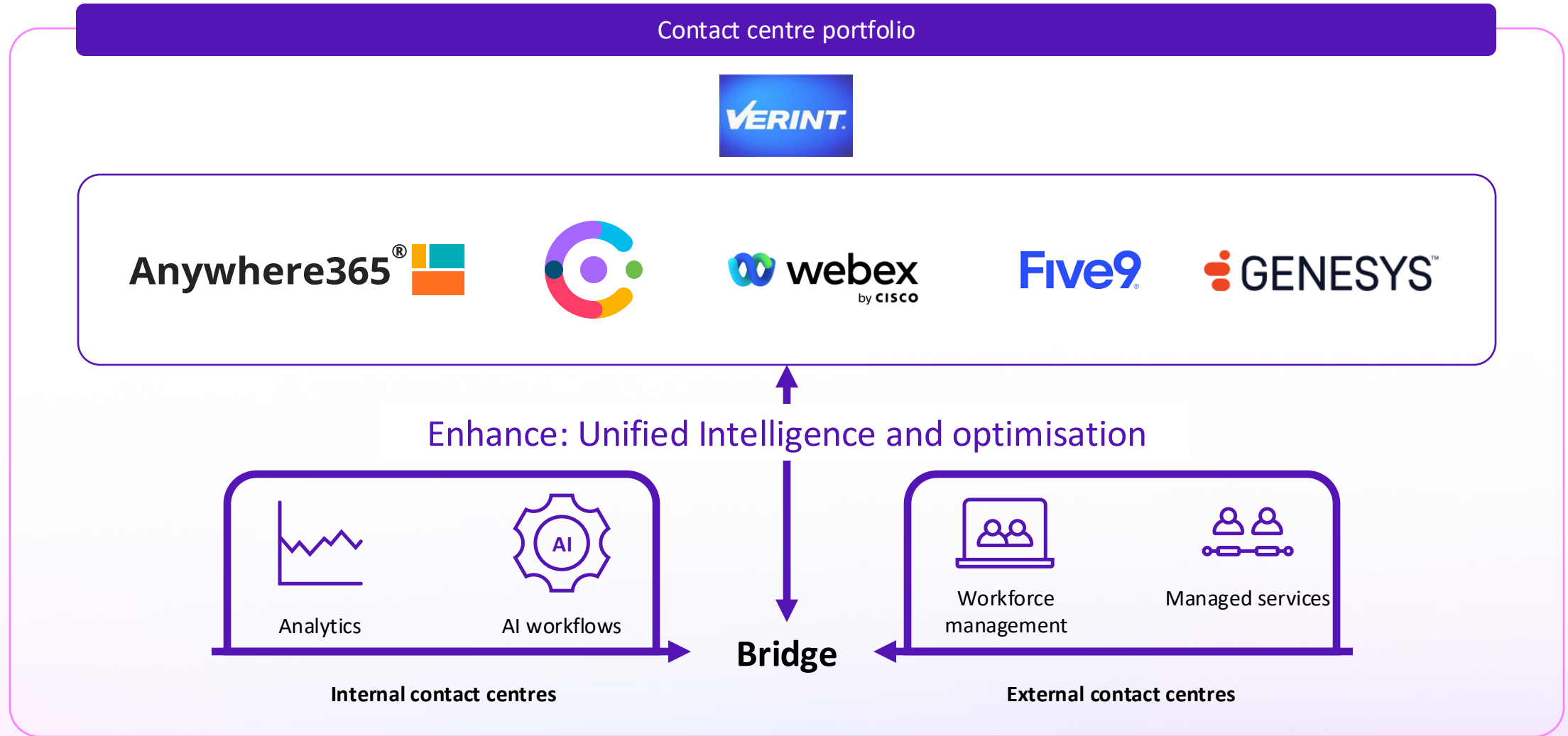
The market landscape

- Rising customer expectations.

- Fragmented contact centre platforms.

- Complex CCaaS migrations.

- AI adoptions.

The challenge for enterprises

- Rising operational costs and agent attrition.

- CIO-led buying decisions.

- Disconnected tools and data silos.

- Contact centre automation.

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Optimise Cloud Contact solutions

The optimal business operations solution

Optimise Cloud Contact is a strategic enablement layer that enhances existing platforms through Verint capabilities to unify intelligence and drive business outcomes.

From BT-hosted platform to Verint Cloud – our transformation

- We're moving from a BT-hosted platform to Verint SaaS, maintaining the same supplier while gaining an enhanced platform and expanded offerings.

- This transition unlocks greater agility, scalability, and innovation for your business.

- It enables real-time customer experience (CX) and operational intelligence.

- We enhance CCaaS platforms by adding advanced analytics, automation, and workforce optimisation.

- These solutions are offered to both internal and external contact centres.

Benefits of moving to Verint Cloud

Always-on innovation

Reduced infrastructure cost and complexity

Elastic scalability

Cloud-enabled CX transformation

- Agents and supervisors access tools anywhere.

- Customers benefit from a faster, more informed service.

- Cloud enables continuous optimisation.

Smarter engagement | Seamless compliance Superior CX | Actionable insights

All managed for you

Faster time-to-value

Seamless updates and feature rollouts

Strong business outcomes focus

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Verint Cloud platform – an overview

Platform

- Open modular architecture.

- AI-powered automation.

- Embedded data hub.

- Integration-ready (CRM, CCaaS, ERP).

Differentiators

- Open platform.

- Start small, scale fast.

- Innovate without disruption.

- Hybrid-friendly.

Why Verint?

- Market-leading WEM and CX automation.

- Proven across global enterprise clients.

Contact Center Advanced
ISG Buyers Guide

ASSURANCE | **EXEMPLARY**

(Customer Experience vs Product Experience quadrant plot)

Genesys, NICE, Verint, Salesforce, Content Guru, RingCentral, Sprinklr, Talkdesk, Dialpad, Zoho, Emplifi, Five9, Zoom, Zendesk, IntelePeer, 8x8, Twilio, Mitel, Vonage, AWS, Avaya, Enghouse Interactive, Microsoft, Alvaria, Odigo, Aircall, Evolve IP, GoTo, UJET, Cisco, Nextiva, TCN, Ozonetel, USAN

MERIT | **INNOVATIVE**

Product Experience

ISG Source: ISG Research
Contact Center Advanced Buyers Guide
© 2024 Information Services Group, Inc.

"[Verint's] contact center capabilities come with advanced features like **AI, automation,** and **enterprise-wide CX** integration. These ensure organisations meet customer needs effectively and drive **meaningful business outcomes**."

ISG Research, October 2024, Contact Center Advanced Buyers Guide
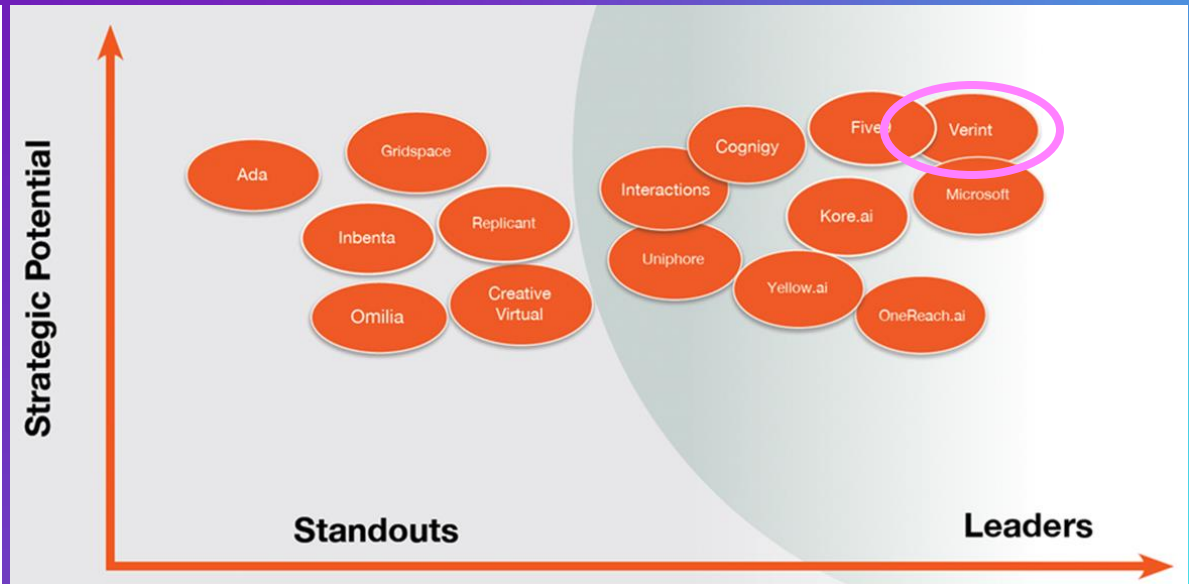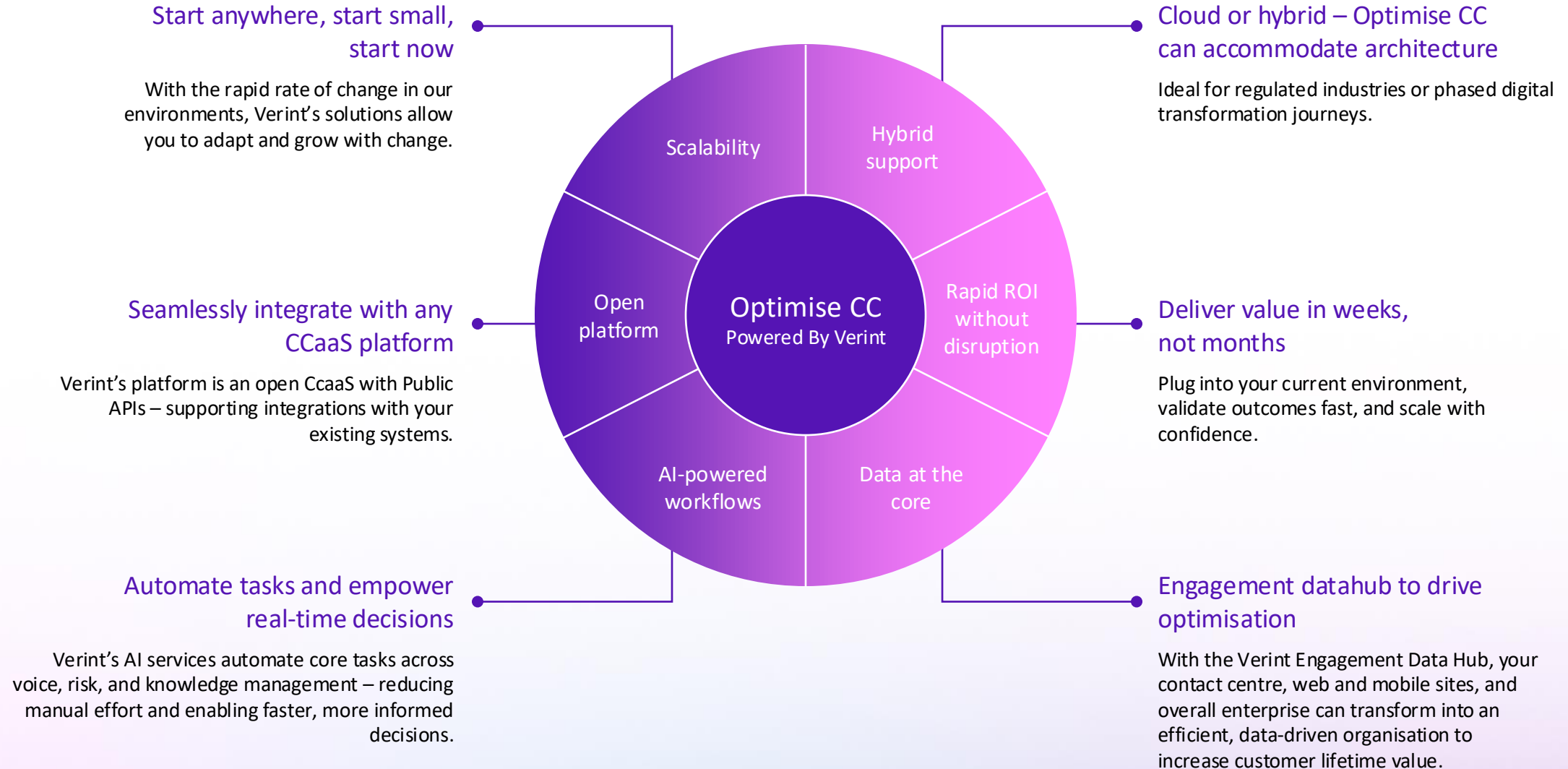

Conversational AI Intelli view: Decision Makers Guide to Enterprise Intelligent Assistants, Opus Research
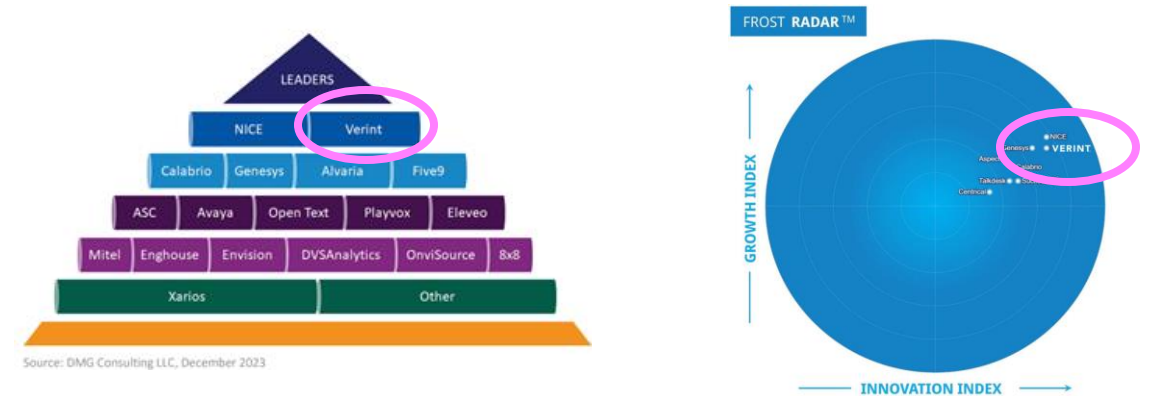
DMG 2023/2024 Enterprise WEM Product & Market Report
Frost & Sullivan – Frost Radar: Workforce Engagement Management, 2024

BT Optimise and Verint: Strategic advantage

Start anywhere, start small, start now

With the rapid rate of change in our environments, Verint's solutions allow you to adapt and grow with change.

Seamlessly integrate with any CCaaS platform

Verint's platform is an open CcaaS with Public APIs – supporting integrations with your existing systems.

Automate tasks and empower real-time decisions

Verint's AI services automate core tasks across voice, risk, and knowledge management – reducing manual effort and enabling faster, more informed decisions.

Cloud or hybrid – Optimise CC can accommodate architecture

Ideal for regulated industries or phased digital transformation journeys.

Deliver value in weeks, not months

Plug into your current environment, validate outcomes fast, and scale with confidence.

Engagement datahub to drive optimisation

With the Verint Engagement Data Hub, your contact centre, web and mobile sites, and overall enterprise can transform into an efficient, data-driven organisation to increase customer lifetime value.

Optimise CC Powered By Verint

- Scalability
- Hybrid support
- Rapid ROI without disruption
- Data at the core
- AI-powered workflows
- Open platform

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Features overview

Workforce management

Driving operational excellence by aligning workforce capacity with demand across office, remote, and hybrid teams.

Quality management

Quality management transforms quality assurance by using automation, analytics, and coaching to evaluate every interaction, uncover actionable insights, and drive continuous performance improvement.

Real-time agent assist

Real-Time Agent Assist™ enhances productivity by automating workflows and delivering real-time guidance to employees through desktop alerts, emails, and a centralised notification hub.

Speech and text analytics

Verint Speech and Text Analytics™ delivers deep, cross-channel insights by analysing both spoken and written interactions, enabling organisations to detect emerging issues, understand customer sentiment, and drive smarter decisions at scale.

Performance management

Performance Management enables organisations to track, analyse, and improve employee and team performance using real-time KPIs, personalised scorecards, and targeted eLearning.

CX automation

CX automation reduces manual effort and accelerates resolution by automating repetitive tasks and guiding customers through seamless, intelligent self-service experiences.

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Enhanced Verint's cloud offerings

Our Intelligent bots are purpose built to streamline critical CX workflows, automating repetitive tasks and enable your teams to focus on what matters most!.

Verint's DaVinci AI powers decision-making in real time. It enables smarter, faster and more compliant operations, within your existing ecosystem without disruption.

Our EDH centralises behavioral data, customer interactions, workforce performance into one unified layer, providing a single source of truth, thus driving consistent customer experiences and better strategic decisions.

Verint's VoC tools turns feedback into fuel for transformation. Identify friction points, uncover unmet needs and drive measurable CX improvements that directly link to business goals.
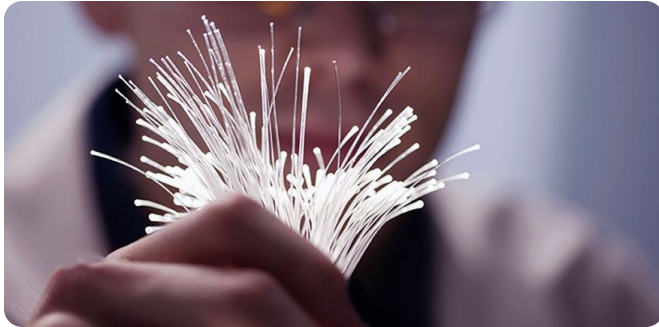
Verint CX Automation Focus Bots

Verint Da Vinci AI

Engagement Data Hub

Voice of the customer

With us, you can leverage our skills and experience to remove the risk from cloud transformation.

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How can Optimise help you?

Lower operational costs

- Automate manual processes, reduce resource-heavy overheads, and simplify tool management.
- Results in fewer repetitive tasks for your teams, less reliance on costly custom solutions and optimised spend across your contact centre operations.

Reduce operational expenses through smart automation and process efficiency.

CXaaS at its peak

- Enhance your CC into a true CXaaS powerhouse.
- Deliver consistently high-quality, personalised experiences at scale by integrating AI-driven analytics.
- Differentiate your brand, deepen loyalty, and increase customer lifetime value.

Deliver a superior, seamless experience that sets your brand apart.

Maximise agent efficiency

- Empower your agents with intelligent tools that guide them in real life, reduce manual administration and improve focus.
- Smarter scheduling and performance insights ensure agents are in the right place at the right time, ready to deliver their best.
- Drive higher productivity, better job satisfaction, and lower attrition.

Help your agents work smarter, stay engaged, and deliver more value with every interaction.

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Our managed service

BT Verint certified consultants ensure your end solution is custom built to your needs.

User adoption: People readiness ensures the service is adapted to meet your business goals.

Vendor management:

- First line support: BMS.
- Second and third line: GCS.
- Fourth line: Verint.

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Customer journey:
From discovery to delivery and support

BT and Verint will partner with you to tailor your plan to your needs.

Discover
Define your objectives

- We begin by listening. Together, we review your current platforms, processes, and customer experience goals.
- This stage allows us to fully understand your priorities, challenges, and what success looks like for your business.

Plan
Build the right solution

- We then collaborate to shape a solution that fits your unique needs and technology landscape.
- Together, we design a phased plan that allows you to demonstrate measurable outcomes quickly.
- Clear success metrics and KPIs are agreed upfront, to enable tracked progress and impact throughout delivery.

Implement
Seamless deployment

- Our team takes full responsibility for configuring, integrating, and deploying the solution.
- We work closely with your teams to ensure minimal disruption and clear timelines throughout delivery.
- You benefit from fast, expert-led implementation with a partner who stays accountable from start to finish.

Enable
Equip your team for success

- Your teams are equipped with training and practical resources.
- Our goal is to ensure your supervisors, agents, and managers are fully confident and empowered to use the new tools.
- User adoption is carefully supported with change management assistance.

Support
Ongoing partnership

- Round-the-clock first, second, and third-line support available post-deployment and beyond.
- We'll keep you informed about new capabilities.

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Commercial model

Choose between a ready-made or tailored solution.

Tailor your solution by creating combinations to match your needs, or choose from our readily available packages.
Evolve your solution by incorporating optional features.

Recording bundle

- Verify EDM Voice Capture.
- Verint Cloud Standard Storage (1TB).

Min: 150 seats

Quality management bundle

- Verify EDM Voice Capture.
- Verint Quality Management.
- Verint Cloud Standard Storage (1TB).

Min: 125 seats

Workforce management

- Verify WFM.

Min: 50 seats

Workforce optimisation bundle

- Verint EDM Voice capture.
- Verint Quality Management.
- Verint Workforce Management.
- Verint Cloud Standard Storage (1TB).

Min: 75 seats

Speech analytics bundle

- Verint Interaction Analytics – Speech.
- Verint Transcription Bot.

Min: 200 seats

Complete bundle

- Verint EDM Voice capture.
- Verint Quality Management.
- Verint Workforce Management.
- Verint Interaction Analytics – Speech.
- Verint Transcription Bot.
- Verint Cloud Standard Storage (1TB).

Min: 150 seats

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Additional products - standalone

Product	Min Seats	About
Verint Workforce Management	100	
Verint Application Triggers and Application Visualizer	100	
Verint Experience Manager (XM) for Contact Centre	100	
Verint Knowledge Management (Enterprise & Professional)	100	
Verint Channel Automation (channels only) (channels + bots)	100	
Verint Voice Survey with vXML for 3rd Party IVR	100	
Verint EDH Ingest Voice	100	
Verint EDH Ingest Text	100	
Verint Quality Management	100	
Verint Interaction Analytics	100	
Verint Workforce Management	100	
Verint Application Triggers and Application Visualizer	100	
Add-on products		
Verint EDM screen Capture	100	

Bots

Product	Min Seats	About
Verint Transcription Bot	100	
Verint Engagement data Insights Enterprise	100	
Verint Interviewing Bots	100	
Verint Intent Discovery Bot	100	
Verint Interaction Wrap-up Bots	100	
Verint Real-Time Coaching Bots	100	
Verint PII Redaction Bot	100	
Verint Self Service Transfer Bots	100	
Verint Quality Bots	100	
Verint Language Translation Bot	100	
Verint IVA Digital	100	
Verint IVA Voice	100	
Verint Transcription Bot	100	
Verint Engagement data Insights Enterprise	100	

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Optimise Contact Cloud in operation

Established, deployed and reliable.

Optimise Contact Cloud,
has been in operation since **2013.**

7500 active users.

Working across **business** sizes:

50 seats – **2,000+** seats.

Serving a global customer base spanning across the **UK, Europe, AMEA, and the Americas.**

Multi-industry - **banks, airlines, governments, and local councils.**

BT Optimise Contact Cloud service availability target is **99.95%** measured on a **monthly basis.**

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