

## BT Infonet Network Call Transfer for Contact Centres

Enterprises that operate or utilise multiple contact centre locations – particularly those that are geographically disparate with specific resources distributed over these locations – are increasingly tasked with transferring calls between centres. They are also continuously challenged by their organisation's requirement to improve efficiency, reduce costs and improve quality of service. BT Infonet's Network Call Transfer, part of BT Infonet's complete portfolio of Contact Centre Services, can help your organisation manage and route calls more effectively, lowering your enterprise's overall investment, increasing its productivity and improving caller satisfaction.

### Multimedia Services

BT Infonet's Network Call Transfer delivers:

- Automatic, intelligent routing helping to prevent aimless re-routing of calls, improve capacity utilisation of your access facilities, and to re-terminate rather than set up new calls, greatly reducing your transport costs
- Quick call handling and transfer capabilities to agents, speedy response time and quality of service to callers, increasing agent productivity and reducing overall contact centre costs
- Delivery of caller context information to agents ensures that the caller does not have to restate any information already in the system and personalises the transaction improving caller satisfaction
- Transfer of calls, including caller context information, to partner organisations, enabling crossselling opportunities
- Interoperability with BT Infonet's full portfolio of Contact Centre Services

Network Call Transfer enhances your contact centre's functionality, allowing you to dispatch calls, transfer them from one department to another or even to a separate partner organisation, and transfer calls from an interactive voice response (IVR) unit to a live agent.

Offering both Dual Tone Multiple Frequency (DTMF) Call Transfer and Computer Telephony Integration (CTI) Call Transfer capabilities, Network Call Transfer gives you a comprehensive solution for streamlining your enterprise contact centre operations.

### BT Infonet's Network Call Transfer Offers Two Types of Call Transfer to Suit Your Organisation's Specific Needs:

#### Dual Tone Multiple Frequency (DTMF) Call Transfer

DTMF Call Transfer allows the contact centre agent or an IVR unit to invoke a call transfer by sending a touch-tone sequence to the BT Infonet network.

Once the user presses the appropriate keys on the touch-tone phone, a DTMF string is sent to the BT



Infonet network, which automatically transfers the call.

The touch-tone sequence contains a call transfer initiation code, followed by a speedial number, which represents a distinct contact centre or IVR unit to which the call can be transferred. After a correct call transfer initiation sequence has been received, the BT Infonet network disconnects the transferring agent from the call and re-routes the call to the appropriate receiving agent. The call transfer is then complete.

### **Computer Telephony Integrated (CTI) Call Transfer**

By integrating computer applications with telephony systems, CTI Call Transfer enables organisations to share caller context information generated by a customer database (based on dialled number, calling line ID, caller-entered digits or any call variables) and received from any attached data source (network, IVR, Automatic Call Distributor [ACD] or database in the contact centre). Caller context information can be transferred between multiple, geographically distributed contact centres, allowing enterprises to seamlessly and uniformly share this data where it can be most useful. CTI Call Transfer gathers real-time and historical call processing, agent and caller context information and makes it available where it is needed most – at the point of customer contact.

To use CTI Call Transfer, an agent presses a desktop key to initiate a call transfer request. The request is sent through a data connection to the BT Infonet network, which transfers the call and instructs the customer CTI server to send the caller

context information to the agent's desktop CTI application. The caller context information is displayed on the agent's desktop and the ACD delivers the call. Please see the example of CTI Call Transfer Flow on page

CTI Call Transfer is a critical tool for improving response time, increasing customer satisfaction and eliminating the wasteful, duplication of effort that can otherwise occur with call transfer. Streamlining contact centre operations is vital to an organisation's overall efficiency and ROI, as well as its ability to deliver services cost-effectively to its customers. BT Infonet's Network Call Transfer, and the complete suite of BT Infonet Contact Centre Services, can help your company reduce costs, increase productivity and improve customer satisfaction.

For more information on Network Call Transfer or any of BT Infonet's network solutions, contact your local BT Alliance Representative or visit us at [www.bt-alliance.com](http://www.bt-alliance.com).



## EXAMPLE OF CTI CALL TRANSFER FLOW

A caller, Charles, dials an access number of ABC Travel Company to make an inquiry

1. BT Infonet's Intelligent Call Manager (ICM) looks at the Automatic Number Identification (ANI), compares it to the BT Infonet database, and determines that the caller is calling from France and from the Dialed Number Identification Service (DNIS) determines that the caller is calling the special "800" number set up for ABC's new upgraded service offering.
2. Charles' call is connected to the French-speaking BT Infonet network IVR that plays a script to collect his details (e.g. account number) and offers him relevant choices. However, Charles has some particular questions that he wants to ask, and presses zero (0) in order to speak with an agent.
3. The BT Infonet network sends a CTI Call Transfer request containing the DNIS and account number entered to the BT Infonet ICM software.
4. ICM software looks up account information in the account database and processes the network information to determine call routing.
5. ICM software instructs the network to route the call to the specific customer ACD and also instructs the customer CTI server to collect the caller context.
6. The PG (Peripheral Gateway) at the ACD site recognises the incoming call and matches the caller context with the call.
7. When the ACD selects a French-speaking agent familiar with the services that Charles is interested in, the customer CTI server sends the caller context information to the agent's desktop CTI application.
8. The business application at the desktop presents the agent with Charles' caller context information and the ACD delivers the call.
9. Responding to Charles' questions, and using the caller context information in the screen pop, the agent efficiently completes Charles' current transaction.
10. The screen pop also displays the result of various previous database lookups. The agent mentions that the last time Charles called he was also interested in receiving information about travel insurance. The agent offers to connect Charles to a French-speaking agent familiar with insurance and working for XYZ Insurance Company. Charles is interested.
11. The agent activated a CTI Call Transfer request and (according to steps 3 to 10) Charles is connected to the receiving agent of XYZ (located at a different contact centre location).

## About BT Alliance

BT Alliance is a partner programme which supports BT Global Services in the selling, distribution and support of a range of products and services from across the BT portfolios.

Known for quality of service, BT Alliance partners are leading providers of managed network communications services for multinational entities. Being a customer of a BT Alliance partner gives you confidence that you are dealing with a recognised, certified partner who can provide you with best in class products provided by BT Alliance and supported by trained staff.

Working with BT Alliance partners, customers have access to a comprehensive BT portfolio given that BT's partners take advantage of BT's large and significant annual investment in R&D to bring the right product to market at the right time and price.

Customers can be assured that their local and global needs are taken into account, as BT Alliance partners not only partner with BT but with each other.

For more information about BT Global Services and the BT Global Services Product and Solutions portfolio, please visit [www.btglobalservices.com](http://www.btglobalservices.com).

Additional information about BT Group plc is available at [www.bt.com/aboutbt](http://www.bt.com/aboutbt).

## BT Alliance

[www.bt-alliance.com](http://www.bt-alliance.com)

BT Group plc  
81 Newgate Street  
London, United Kingdom  
EC1A 7AJ  
Tel: +44 121 433 4404  
Fax: +44 1903 833371  
An ISO 9001 Registered Firm