A CRM solution
without the risk
of capital investment

BT

Contact Central
OnDemand

POWERED BY: **SIEBEL**
CRM OnDemand

BT

Contact Central OnDemand

www.contactcentral.com

A powerful CRM solution with immediate ROI and no capital expenditure

Building strong customer relationships is fundamental to success. Today's consumer demands good service, customer understanding, efficiency and promises that are fulfilled. Adopting a solution that will enable your organisation to deliver these will help to build customer loyalty, maximise customer lifetime value and increase the long term profitability of your business.

Contact Central OnDemand, powered by Siebel, is a hosted solution that provides a fresh approach to Customer Management. Provisioned pay-as-you-go, this product offers a fast, flexible, low risk solution that is easy to use, readily accessible and can help your business build and manage its customer relationships successfully.

Delivered by BT Contact Central, in association with Siebel Systems, OnDemand brings together the market leaders in CRM and pre-packaged customer management solutions, and unites an unrivalled breadth of experience. Incorporating a mix of marketing, sales, service and analytics capabilities, this application will provide your organisation with the tools required to form successful new relationships, maintain old relationships and maximise the value of both.

As part of BT's Contact Central portfolio, OnDemand is supported by a collection of customer management solutions with a range of deployment options. Whatever your organisation's needs, Contact Central can provide a solution. That solution can be hosted, it can be on-site or it can be a hybrid of the two. It can be pure CRM or it can incorporate an array of multimedia functionality. It can offer standalone customer management or an integrated approach to customer contact strategy, where customer access channels are blended with customer data. Most importantly, as part of the Contact Central portfolio, your solution can be refined as requirements change and seamlessly evolve in the way that best suits your business.

- · CRM without risk

- · Rapid start-up, swift ROI

- · Scale from one seat to thousands

- · Improve efficiency and effectiveness

- · Retain customers, grow profitability

- · Adapt and evolve with multimedia options

Benefits

- Low risk
- Simple
- Scaleable
- Increases productivity
- Provides a unified view of your customer
- Supported by a portfolio of CRM options

I need a powerful CRM solution without a risky capital expenditure

Contact Central OnDemand is a hosted customer management service based on a pay-as-you-go model. For a per-user, per-month fee your business gains access to a comprehensive suite of marketing, sales, service and analytics tools that facilitate more effective management of your customer relationships. As this is a hosted service, there is no software to install, no hardware to buy and no annual maintenance and support costs. With the need for capital investment removed, your organisation can benefit from a low risk solution that diminishes the cost barriers traditionally associated with CRM.

A quick set-up and a swift return on investment is vital to our success

With Contact Central OnDemand, getting your application up and running is as easy as logging on to the Web. Upon completing the on-line registration and liaising with our support teams, the system will be available and ready for your use. The ergonomically-designed user interface further increases the speed with which you can launch your operation, as it provides an environment that is easy to operate, quick to navigate and has built-in tutorial modules that reduce the need for end-user training. This simple, fast set-up will yield swift results and a rapid return on your investment. In no time at all, Contact Central OnDemand will be empowering your workforce, enabling your business to effectively manage marketing campaigns, improving the efficiency of the sales operation, and helping you to deliver a first class service to your customers.

Our requirements may change - flexiblity and scalability are essential

Contact Central OnDemand is hosted CRM without limits. You have the flexibility to grow or reduce your operation as quickly as required. Full scalability allows you to start with just a few seats and grow to many thousands.

## We need to increase workforce efficiency to maximise company productivity

The suite of sales, service and marketing tools provided within Contact Central OnDemand facilitates the automation of all these operations. The sales team is equipped with forecasting tools that reduce the time spent on this critical activity, enabling them to focus on their core pursuit - selling; service representatives have access to a knowledge base which they can call on for timely request resolution and marketeers are provided with a lead tracking facility that helps to reduce lead-leakage. The result is an empowered workforce that works smarter and faster, delivering increased levels of efficiency, effectiveness and profitability.

A unified view of our customers is key to building successful relationships

Contact Central OnDemand provides a unified view of your customers, integrating your sales, service and marketing capabilities and making them accessible through a single user interface. Increased growth can be achieved through cross-sell and up-sell opportunities, and reduced customer attrition through the avoidance of instances such as sales calls to customers experiencing service issues. The result is a workforce that is empowered to provide your customers with a consistent experience, improving customer satisfaction, loyalty and retention.

My company's needs will change and we require a solution that can evolve with them.

Supported by the Contact Central portfolio of customer management solutions, OnDemand provides your business with a flexible solution that can develop as your organisation evolves and its requirements change. Your business will be able to enhance its existing deployment by selecting products that provide pre-integrated multi-channel functionality such as telephony, voicemail, call recording, IVR, e-mail, web chat and fax. It will be able to introduce new products that run in conjunction with the existing solution so that areas of the business that have different requirements can be part of one integrated solution. And it will enable you to select the method of deployment that best suits your business strategy, be that hosted, on-premise or a hybrid of the two.
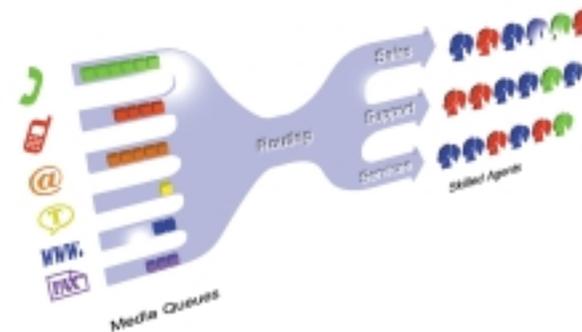
Sales

I need to increase the productivity, efficiency and effectiveness of my sales operation to achieve gains in revenue and profitability

The OnDemand sales facility equips users with tools that improve their overall efficiency and effectiveness, empowering them to close more deals in less time and ultimately providing your business with increased revenues and a maximum return on your investment.

Opportunity Management
· Automatic tracking of deal histories
· Comprehensive data sharing for enhanced team selling
· Integration with Outlook email
· Pipeline analysis dashboard to identify key opportunities and issues
· Assessment of win rate and other key metrics with the sales effectiveness dashboard

Account and Contact Management
· Instant shared visibility into complete account histories
· Tracking of notes, service requests, leads, opportunities and emails related to each account or contact
· Integrated analytics to facilitate focus on high-priority contacts

Calendar and Task Management
· Rapid scheduling of to-do items
· Easy sharing of information and delegation of tasks
· Efficient management of complex, multi-person agendas

Forecast Management
· Automatic creation of forecasts
· Ability to view historical evolution of opportunities
· Automatic rollup, giving managers instant, real-time territory overview
· Tight integration with analytics functionality

Quota Management
· Easy definition of monthly, quarterly and yearly goals
· Quotas defined prorata for sales representatives joining existing plans
· Compare quotas to forecast, expected and closed revenue

Offline Access
· Synchronisation with Microsoft Outlook or Palm PDA for offline access
· PC Offline Client with same user interface for full mobile support

· Close more deals in less time

· Maximise account revenue

· Optimise time

· Focus resource

Service

We need to manage all aspects of customer service to reduce customer attrition and increase loyalty and profitability

Contact Central OnDemand can provide your organisation with the tools and functionality required to deliver a world class customer service. Advisors are more informed, requests are accurately routed and productivity is maximised. The effect is an increase in the speed of issue resolution and enhanced levels of customer satisfaction, loyalty and ultimately profitability.

Calendar and Task Management
· Rapid scheduling of to-do items
· Easy sharing of information and delegation of tasks
· Efficient management of complex service issues
· Easy-to-use daily, weekly and monthly views

Service Request Management
· Easy capture and tracking of comprehensive service request information
· Complete histories of service request activities and customer communications
· Service request changes monitored with audit trail
· Automatic assignment of service requests to the most appropriate individual
· Drill-down analysis on service effectiveness and efficiency, individual performance and work load balancing

Account and Contact Management
· Instant visibility into complete account histories
· Tracking of notes, service requests and opportunities related to each account
· Information sharing of customer service issues across account teams

Solution Management
· Real-time searchable knowledge base enabling rapid resolution of service requests
· Easy sharing of knowledge throughout the organisation
· Approval process to ensure solution accuracy
· Scoring of solutions' effectiveness to promote continual service improvement
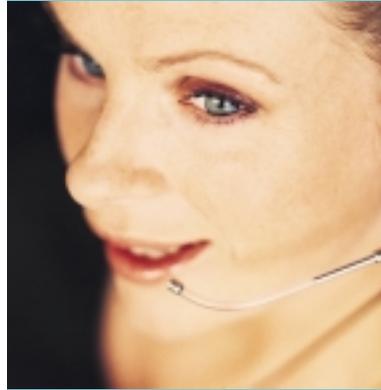
· Resolve requests rapidly

· Improve customer satisfaction

· Get a unified view of your customers

· Optimise time

· Improve advisor insight

· Reduce training requirements

Marketing

I need to effectively manage our marketing activities, from campaign creation to opportunity qualification, and yield a maximum return on investment

Contact Central OnDemand incorporates a suite of marketing automation tools that enable your organisation to manage the end-to-end marketing operation. These tools empower your marketing team to optimise their time and resource, increase their efficiency and productivity, reduce lead leakage, maximise campaign effectiveness and positively impact your bottom line as more leads are transformed into revenue generating opportunities.

Campaign Management
· Easy, effective creation, updating and monitoring of campaigns and related activities
· Real-time tracking of budgetary and other metrics to measure campaign effectiveness
· Ability to sort and view campaign data based on multiple parameters

Outbound Email Marketing
· Targeted marketing lists for email campaigns
· Personalised messages based on profiles

Lead Assignment
· Built in wizard for the direct importing of leads from spreadsheet files
· Automatic assignment of leads using pre-determined parameters
· Email notification to end users for new lead assignments
· Easy reassignment of leads based on territory or personnel changes

Lead Management
· Closed-loop solution for tracking leads through each stage of the lead management process
· One-step process for converting leads into sales opportunities
· Association of leads with contacts, companies and campaigns
· Two-tier lead management provides integrated functionality that supports both lead qualifiers and lead closers

- Reduce lead leakage
- Effectively channel resource
- Convert more leads
- Oversee the end-to-end marketing process

Analytics

I need a CRM solution that provides me with the tools to get the best from my customer data

Embedded across the OnDemand application, and accessible to all users, is a unique analytics capability that allows your business to dissect and drill down into detailed data to understand customer, sales and service trends. Using the real-time, actionable reports produced you will be able to spot new opportunities and identify root causes, optimising the productivity and profitability of your organisation. Contact Central OnDemand is supported by a data warehousing facility automatically updated each night with your latest CRM information. This means you gain a high performance analysis environment, enabling your organisation to execute real-time and historical data analysis without disrupting performance.

Interactive Dashboards
· Company Overview
· Pipeline Analysis
· Sales Effectiveness Analysis
· Service Analysis
· Customer Analysis

Embedded Analytics
· Interactive analytics embedded on overview pages for accounts, contacts, opportunities and service
· Navigation that enables you to quickly drill down into record details

Pre-built Reports
· 35 pre-built reports offering 250 discrete analyses
· Easy access to all reports on Reports Home Page
· Ability to create, print and export common reports through Quick List Reports

Siebel Answers OnDemand
· Interactive analysis tool that enables you to quickly define and refine analyses
· Easy creation of custom reports, based on new or pre-built templates
· All reports customisable with market-leading graphics
· Ability to save custom reports in private or public folders
· Published reports viewable by all designated employees

Data Warehouse
· High performance analysis and reporting
· Ability to perform in-depth historical and comparative analyses
· Ability to perform complex analyses on aggregated data sets

- Increase insight
- Understand trends
- Track performance
- Spot opportunities
- Truly manage your business

Why buy from BT?

- · **Extensive CRM expertise**

- · **Undisputed leader in network hosted solutions**

- · **Evolve effortlessly with the unrivalled Contact Central CRM product portfolio**

- · **Get the support you need with the extensive range of BT service packages**

Expertise

BT has the breadth of experience to make CRM work for your business. As one of the biggest customer facing organisations, managing 21m customers in the UK alone, we are proof that you can achieve real returns from CRM. Using the knowledge and expertise we have developed as a CRM practitioner, implementing our own CRM solution, and as a vendor, developing and deploying solutions to our customers, we can ensure that you gain a real benefit from, and realise the potential of, your CRM application.

Hosting

As the undisputed leader in network hosted solutions, BT offers your business extensive experience in the provision of service-based solutions. Our secure hosting environment provides world-class resilience, availability and network options to support your application. This can include provision via internet, VPN environment and broadband.

Portfolio

OnDemand is supported by Contact Central's CRM product portfolio. This contains hosted and CPE products of differing levels of functionality and will provide your organisation with the ability to effortlessly refine its CRM solution as it evolves.

Service

30-Day Free Trial
To mark the launch of OnDemand, for a limited period, BT is offering you the opportunity to sign up for a free 30-day trial. For more information please visit www.contactcentral.com.

Support
Subscribers to OnDemand will be provided with BT Standard Care support. For an additional fee, Standard Care can be upgraded to BT Totalcare which provides a 24/7 support service.

Training
Whilst Contact Central OnDemand is designed to be intuitive, BT also delivers a range of training options free with the basic subscription. This includes a large library of role-based online tutorials and live interactive Web courses.

In Life Support Packages
You also have the opportunity to take advantage of a range of In Life support packages designed to help your business successfully roll-out and optimise the performance of the OnDemand application.

With BT as your partner, you are establishing a relationship based on trust. BT is a stable feature in the current unpredictable marketplace. We will ensure your business receives the resource, technology and support to make your CRM application a success.