



# Show your customers how much you care

Whatever the size of your organisation, we've got the expertise to ensure you create the right impressions to your customers





# Making you sound great is what we do

Making customers feel welcome is important, so greeting them with clear, professional messages and informing or entertaining them using music or messages on hold are proven ways to deliver higher rates of customer satisfaction.

## Great first impression

Create a professional image ensuring callers are welcomed and connected in the most efficient manner.

## Professional greeting

Clear, professional auto-attendant messages help to manage callers' expectations and create a clear call route. It ensures that your customers' enquiries are properly directed at any time.

## Effective marketing

By keeping callers engaged and informed, on-hold messages work to improve standards of service, increase enquiries and strengthen customer loyalty. This is a cost-effective marketing tool when compared with traditional advertising.

## One stop solution

We offer a one-stop solution that includes a range of on hold services, the supply of hardware and installation.

## Maintenance

Three and five year maintenance options are available.





## What can we offer you

We provide premise and cloud based on hold music and messaging solutions that work across all BT telephone systems.

### **Fully managed service**

We offer fully managed on hold service that is a complete one stop solution. Messages are automatically uploaded to your telephone system and played back to callers on a scheduled basis.

### **On demand service**

This service allows you to select your on hold music from preloaded tracks on the digital playback unit or upload new recordings by connecting the device to the USB port on a PC.

### **Manage it online**

On hold service is managed via a dedicated online portal which allows you to create the bespoke message content, choose your preferred voice over artist, music, and view the message production progress in real time.

### **Professional voice over artists**

Choose from ten professional voice over artist categories to match your caller profile. A range of young and mature voice over artists that are commonly heard on local and national TV and Radio.

### **Variety of message packs**

Select the most convenient message pack choosing from a single message and quarterly or monthly message contracts.

### **Music for any requirement**

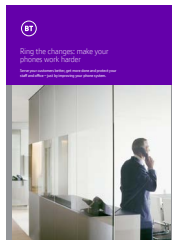
Copyright free music contracts allow you to choose from over a hundred diverse royalty free tracks.

# Looking for more? Add something extra

There are more ways to make your BT telephone system go the extra mile.

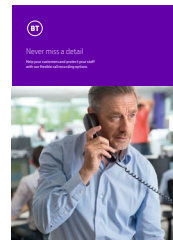
## Ring the changes: make your phones work harder

Nowadays, a telephone system is about more than just making and taking calls. It helps your staff get more done. It helps you talk to your customers better. We offer a range of add-ons including voice recording, music on hold and personalised greetings, and even linking your locks to your phone.



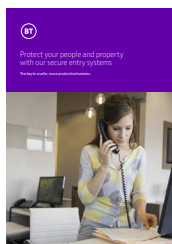
## Never miss a detail

Call recording is a great way to improve your business, whatever its size. And we can help find the perfect choice for you. Whether you want to record calls locally on your PC. Or catalogue thousands of hours of audio in a searchable, secure place.



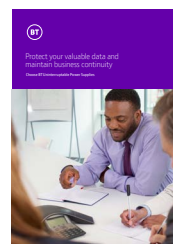
## Securing your business starts at the door

Whatever business you're in, there are some things you can't compromise on. Keeping staff safe, protecting customer data, keeping expensive equipment in safe hands. Whatever matters most to you, our secure entry systems make it easy to protect it.



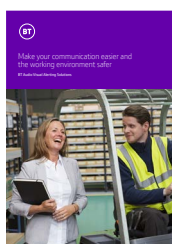
## Improve your data security and business continuity

Uninterruptable Power Supplies (UPS) are a great way of protecting both your valuable data, key equipment functionality and ensure you maintain business continuity in the event of a power failure or power issue.



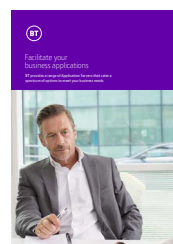
## Make your daily communication easier

We provide comprehensive solutions for voice paging systems, telephone alerting, safety, security and emergency notification.



## Facilitate your business applications

To provide you with a complete one stop solution, BT have introduced a range of Application Servers that cater a spectrum of options to meet your business needs.



Get started today.

Your customers are calling – answer them and do more with your phone system.

Visit [business.bt.com/products/business-phone-systems/on-premises/](https://business.bt.com/products/business-phone-systems/on-premises/) to find out more.

### Offices worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

© British Telecommunications plc 2019  
Registered office: 81 Newgate Street, London EC1A 7AJ.  
Registered in England No: 1800000.

October 2019

