



COMPLETE CONTACT

Total communications
for your whole organisation

Cable&Wireless
Worldwide

THERE'S NO GOING BACK BUT WOULD ANYONE WANT TO?

Nothing stands still for long, especially when it comes to communications. In the last 10 years, the widespread adoption of instant communication channels, like messaging, email and video is changing forever the way we interact. Distance, location and device are no longer barriers to effective communication.

Organisations still face considerable challenges. For example, how do you extend the choice of communication channels to your customers, and at the same time, control the quality and effectiveness of your interactions with them?

How do you enable your customer facing colleagues to access the experts within your organisation to instantly resolve customer enquiries? And how can you adapt your infrastructure speedily, to deliver better service to your customers, increase workforce productivity, and achieve a cost model that scales with your business needs?

The only way is forward...

Looking at how we choose to interact outside of work provides some of the answers, but organisations need to adopt these channels, technologies and touch-points effectively to enrich the way colleagues, customers, partners and suppliers communicate with each other.

In fact, failing to make the most of these opportunities can blunt an organisation's competitive edge. And while most organisations know what they need to do to address their challenges, many are thwarted by overly complex, disparately managed and inflexible network infrastructure, plus a shortage of internal knowledge and skills to make the changes needed.

...with Complete Contact

But it doesn't have to be this way. Complete Contact from Cable&Wireless Worldwide offers a framework of modular, cloud-based, voice, mobile and contact centre services with a common feature-set that work together to transform your organisation's communications inside and out.

We can help you manage your customer relationships more effectively, optimise resources across your organisation, simplify complexity, and integrate your contact channels. The result? You're more proactive and responsive to your customers' needs. They have more choice and you have more control so you get increased customer satisfaction without increasing the cost to serve.

“Our customer contact centres handle millions of calls every month. The advanced end-to-end integration is brilliant and simple to use. The platform ensures we provide our customers with a great service and enables us to connect customers to a skilled agent first time. Our contact centres have been transformed and are now truly virtual, spanning multiple geographic locations.”

Al McMullan, Head of Technology and IT Strategy,
Asset Finance, Lloyds Banking Group

“ We recognised that a critical success factor in achieving our overarching corporate goal to redefine standards for customer service, would be our communications infrastructure. That’s why we took the decision to outsource our telephony management to Cable&Wireless Worldwide. ”

David Hynam
Group Chief Operating Officer
AXA UK

➤ **The flexibility you need**

Cable&Wireless Worldwide’s ability to rapidly deploy network connectivity allows organisations to respond quickly to their changing needs - whether it’s challenges surrounding infrastructure or applications.

Complete Contact complements that network flexibility perfectly by providing on-demand, responsive voice solutions, giving every user - from the CEO to contact centre agents - the right device and tools to communicate in the ways they need to, wherever they are.

Put simply, Complete Contact allows you to address your organisation’s real communications needs - even as they change - both cost-effectively and efficiently.

Communicate better

To reduce business inefficiencies, networks are converging - and so are devices.

Complete Contact has been designed to ensure you can choose devices that are most appropriate for your organisation’s people - without worrying about limiting functionality or having to provide multiple devices.

Whether your employees just need to make and receive calls from their desk, require more mobility in or out of the office or a richer feature set, Complete Contact can enhance your communications. Regardless of device, channel or location, it makes keeping in contact easier and quicker.

Complete Contact allows you to address your organisation’s real communications needs

Collaborate more closely

Complete Contact can unite your organisation, from your front end customer facing operations to business experts deep within your business - improving your customer experience.

By giving access to a full range of collaboration tools, from presence functionality to advanced conferencing solutions, your entire organisation can communicate more effectively without needing to be in the same place.

Other functionality such as a single dial plan working across your voice estate makes it quicker and easier for people to keep in touch. Our collaboration tools enhance, build and preserve competitive advantage, reduce costs and maximise your resources.

Intelligent insight

Joined up services need end-to-end visibility and control. That’s why Complete Contact offers a comprehensive range of reporting and management tools to ensure you’re realising its full potential.

These include deploying workforce management solutions that provide customers with valuable insight. For example, improving resource scheduling to ensure staff are working when and where they are needed, and making better use of recorded interactions to improve service levels.

Our tools also mean you can leave the day-to-day management of Complete Contact services to Cable&Wireless Worldwide without losing control.

Compliance

With our expertise in providing highly secure and resilient network services, many organisations – including Critical National Infrastructure providers – rely on us for their mission-critical communications, ensuring data integrity and adherence to regulations.

Our contact centre systems meet stringent FSA and PCI (Payment Card Industry) compliance requirements. We are also helping our customers adhere to IL-2 standards, while voice recording capability enables organisations to ensure compliance in their customer and supplier interactions.

Our network infrastructure is CTAS 224 accredited to carry protected Government traffic, built to 99.999% availability, and monitored for critical fault 24/7.

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THERE’S NO GOING BACK BUT WOULD ANYONE WANT TO?

MORE COST-EFFECTIVE. MORE CONTROL. MORE FLEXIBILITY. WHAT MORE COULD YOU WANT?

Of course, driving efficiency across the whole business is essential - but this can't happen at the expense of customer service. A corner cut too sharply, or a service standard lowered can turn customers away, and winning them back can be a long and expensive business.

Complete Contact offers a comprehensive approach to meeting your customers' needs. But this promise extends far beyond an organisation's communications. The impact and influence of Complete Contact directly affects every area of the business.

Cut costs, not corners

Because the components of Complete Contact are cloud-based, there's no need to invest in expensive IT infrastructure, significantly reducing your operating costs, and enhancing service. There's no integration issues, as the components are all designed to work together. Combined with automatic software upgrades, and a clear road map that future-proofs the technology, Complete Contact can reduce your total cost of ownership (TCO) significantly. Although Complete Contact is made up from a set of standard components, the solution can still be configured to meet your specific needs. Plus, you also have flexible deployment and pricing models, so you only pay for what you need, when you need it.

Tailored to fit, precisely

With so many solutions and vendors out there, managing your telecoms estate consistently can be a real challenge. But with our expertise in integrating and managing solutions from a wide variety of vendors across a multitude of technologies, you can be sure that Cable&Wireless Worldwide will give you the right solution to suit your needs. And that experience of delivering complex solutions is why we have paid particular attention to pre-integrate the components of Complete Contact to speed up implementation.



“ From the network to the desk phone, I know my managed service contract means that any problems will be sorted out quickly and professionally. ”

David Aird, Head of Group IT
MITIE Group Plc



“ Scottish Power’s emergency call centre helps customers whenever there is a sudden loss in service. Resolving issues is absolutely time-critical. We use real-time SMS messaging to communicate to customers, which can mean the difference between a satisfied customer and a complaining one. ”

Nicola Stewart
Process Improvement Manager
ScottishPower

➤ Consistent features

Unlike many voice services, Complete Contact provides comprehensive and consistent functionality across your business. Location and device type are no longer barriers, resulting in more efficient voice and data communications across your organisation - and between your staff and customers, partners and suppliers.

Pay as you go

With Complete Contact’s on-demand service model, you will only pay for the service you use. This means you can cost effectively deploy solutions even to small teams across your organisation as well as scale operations quickly and efficiently to deal with unexpected surges or last minute requests. The more variable your usage, the more you can save.

The impact and influence of Complete Contact directly affects every area of the business

Staying in control

Complete Contact brings a whole new level of control over your telecoms estate. Through sophisticated management and reporting tools, Complete Contact provides valuable insight across your communications tools and devices. Insight that enables you to gain real understanding of their behaviour and provide better customer services.



Case study: Tesco

Cable&Wireless Worldwide is working with Tesco to create a next-generation telecoms network for the retail group’s UK and international operations. The network brings together all of their existing UK communication infrastructure (incl. data, fixed and mobile voice), and connects more than 1,800 sites.

Internationally, the network supports Tesco’s operations in 14 countries including China, India, Japan, USA, Ireland and Turkey, connecting over 400,000 people. Cable&Wireless Worldwide is implementing a VoIP (voice over IP) platform, which will significantly reduce Tesco’s costs, as well as enable better communication between employees and customers.

“ This convergence allows for greater penetration of mobile telephony solutions, where otherwise we’d have to manage contracts, tariffs and coverage. ”

Infrastructure and Operations Director
Tesco UK

**MORE COST-EFFECTIVE.
MORE CONTROL.
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WHAT MORE COULD
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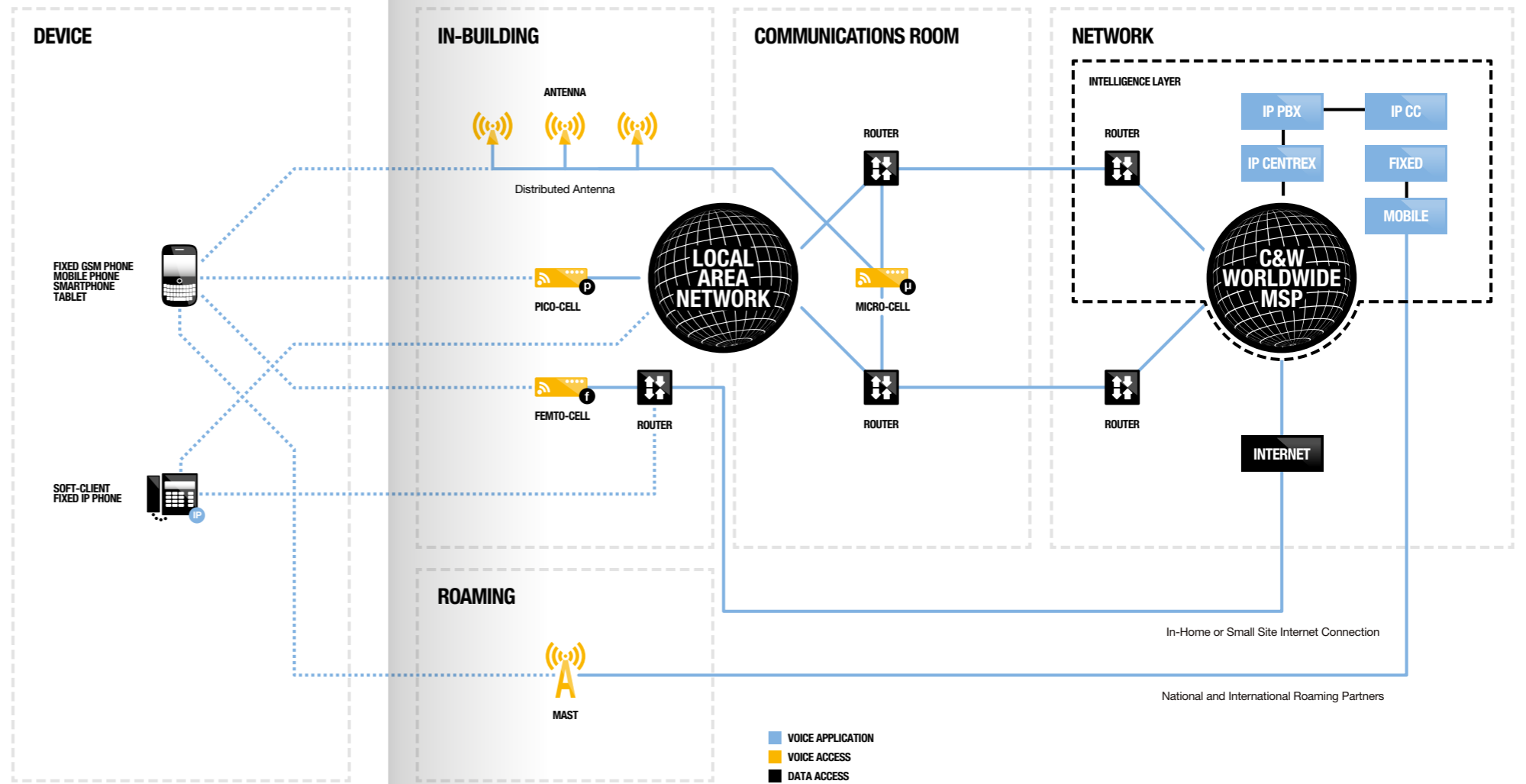


Complete Contact

Complete Contact is underpinned by a number of integrated technology platforms supporting market leading voice and contact centre services including Managed Centrex (IP-CX), Managed IP-PBX and IP Contact Centres (IPCC) all running over Cable&Wireless Worldwide's advanced international Multi-Service Platform (MSP).

The level of integration offered by Complete Contact ensures that a consistent feature set can be offered regardless of whether those services are delivered to a fixed or mobile handset, resulting in voice and contact centre buying decisions being based on end user functional requirements – and the device that is most appropriate to them, rather than the capability of individual technology platforms.

And because Complete Contact is based on hosted infrastructure, we manage the technology roadmap for you ensuring you continue to benefit from the latest enhancements.



COMPLETE CONTACT HOW IT WORKS



COMPLETING THE MISSION WE'RE HERE TO MAKE IT HAPPEN

Now you've seen the potential that Complete Contact can bring to your enterprise, you'll probably want to know how we deliver on everything we promise. So when it comes to service here are a few areas where Cable&Wireless Worldwide excels.

We're all different

No two organisations are the same, so we work around the way you do business. Our deep understanding of your business means that our service is geared to ensuring you get the very most out of Complete Contact - from providing simple and straightforward telephony services right through to managing your infrastructure and applications round the clock.

The best at what we do

Thanks to our experience of delivering large-scale and complex customer solutions, we can deliver Complete Contact services both cost-effectively and rapidly, and with minimum disruption to business. By our standards, that means seamless service dedicated to meeting your commercial objectives. We minimise risk with detailed programme management and rigorous testing, so we get things right first time. And if there is a problem, we take ownership, doing whatever it takes to overcome it, keeping you up-to-date throughout.

“ We're continuing to ask Cable&Wireless Worldwide to do more for us and they're achieving lower-cost delivery of our business requirements to our customers. ”

Jack Cash
Program Manager for IT Strategic Programs
Aviva

We're here to help you get the very most out of your existing technology, or realise the potential of new solutions, or a mixture of both.

Cable&Wireless Worldwide is one of the world's leading international communications companies. We provide enterprise and carrier solutions to the largest users of telecoms services across Asia Pacific, India, Middle East & Africa, Europe, North America and the UK.

With experience of providing connectivity to over 150 countries, and with offices around the world including key sites in Bangalore, Delhi, Dublin, Frankfurt, Hong Kong, Munich, New York, Paris, Sydney and Singapore, Cable&Wireless Worldwide is a truly global business.

We aim to be the number one communications integrator specialising in the mission critical needs of the largest users of telecommunications.



Complete Contact

**A PROVEN
TRACK RECORD**

**CONTACT US
FOR MORE
INFORMATION**

To find out more about how Complete Contact from Cable&Wireless Worldwide can help your organisation, contact:

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