



Unified Communications

Overview:

Your customers' expectations are continually rising. Nowadays they expect to deal with you in many ways, not just by phone or email, but also via Instant Messaging and even social networking. Unifying your communications helps you meet these needs, and improves the way you work with your customers. This means that they are more likely to do business with you and not your competitors, which is very important – especially since the competition is only a click or a phone call away.

Reasons to unify your communications:

BT can help you bring together all the different ways you communicate. This means that all your various communications methods can work together effectively as one Unified Communications solution. This allows you to:

- Easily retrieve and manage messages from one single mailbox, holding voicemail, email, fax and Instant Messages
- Use 'Presence' capability to allow you to see people's status to find out if they are available, or in a meeting, for example
- Click on a contact from a directory, email or instant message and call them immediately from your PC or laptop
- Share information in real time with colleagues quickly and easily
- Link fixed and mobile communications together so your mobile workforce can go home to complete work, instead of returning to the office.

Benefits of unifying your communications:

- **Improve customer service** – Consolidate mobile, fixed and email communications so it's easier to respond to customers.
- **Make decisions faster** – With the right information at the right time your people can make better and quicker decisions. This helps you meet customer demands more quickly to achieve more sales.
- **Work anywhere** – If your people work on the move, or from home, they still need to be contactable. With unified messaging it will be easier to contact them as messages always get through.
- **Improve productivity** – Eliminate telephone tag, constant voicemail and missed messages, so you have more time to get things done.
- **Work better together** – Replace face to face meetings with audio, video or web conferencing. This saves you travel time and allows you to do your bit for the environment.
- **Reduce costs** – By simplifying your communications you can reduce your overall communications costs, and use the savings elsewhere in your business.

Price:

BT will review the needs of your business and tailor a solution that best suits your requirements. Pricing is available on request.

Further information:

Please visit: www.bt.com/unifiedcomms

Offices Worldwide

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