

BT ONE PHONE.

TECHNOLOGY DESIGNED
TO WORK AROUND YOU.



WHAT WE'LL TALK ABOUT TODAY.

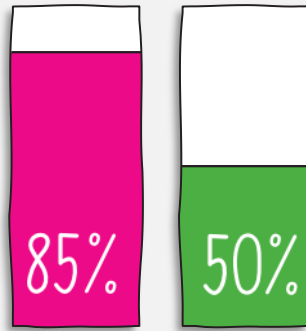
- The way we work is changing
- Introducing One Phone
- Overview of Proposition
- Marketing Overview
- AOB, Q&A



CUSTOMER EXPECTATIONS ARE GROWING.

Customers are more demanding than ever and expect an instant response, with your competitors only a click or call away. If they don't get through, they're unlikely to call back.

"If my call is not answered, I'm unlikely to call back."



£1,230

77% still prefer to contact businesses via phone.¹

+

BUT 85% are put on hold when contacting a business – **50%** of customers spend 10-20 minutes per week on hold.²

+

59% of employees have missed a call from a customer who doesn't call back.²

=

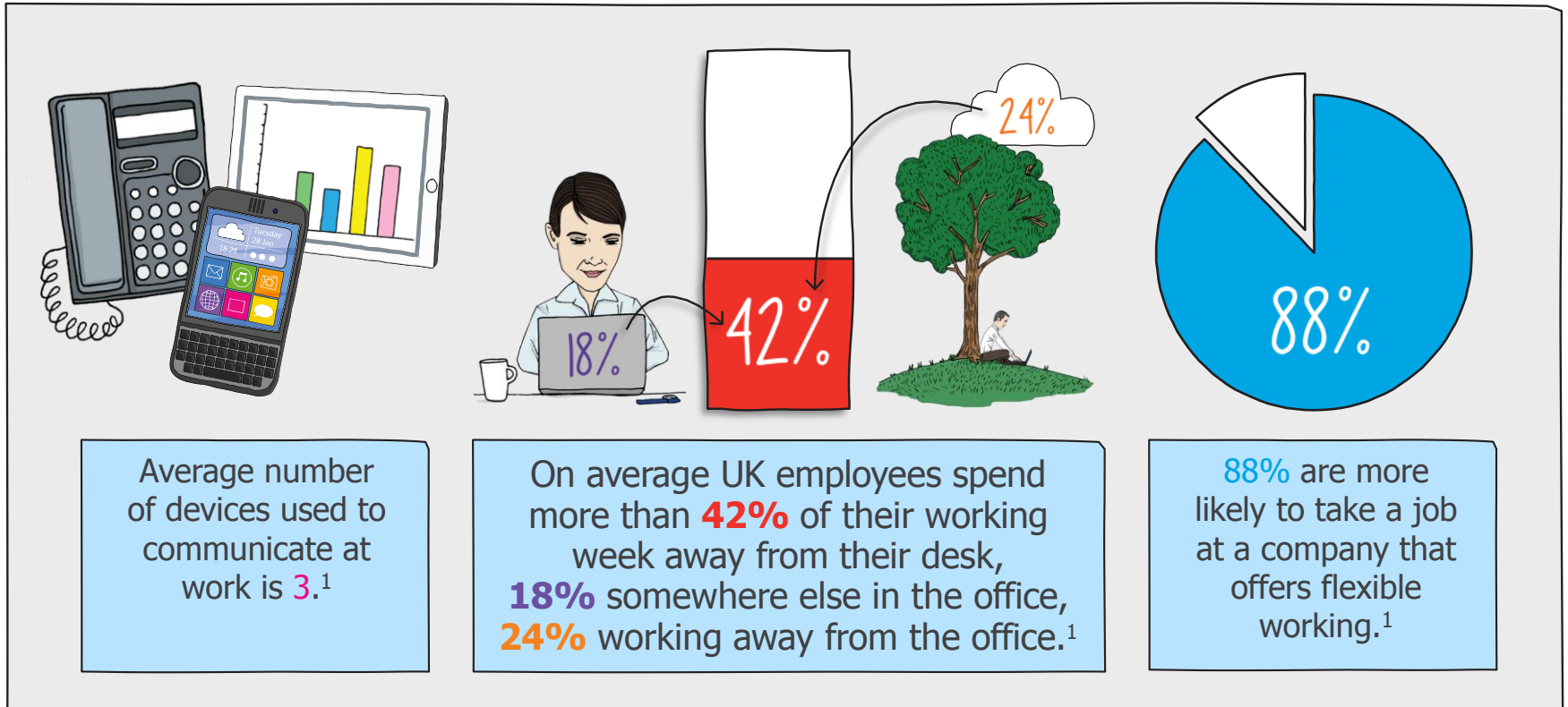
The average opportunity value of lost business through missed calls is **£1,230²**

1. Autonomous Customer Research, 2013

2. The State of Business Communications, BT Research, 2014

WORK PATTERNS ARE CHANGING.

Your employees expect to be able to communicate effortlessly and instantly from anywhere at any time, with the same experience as in the office.



1. The State of Business Communications, BT Research, 2014

WHAT ARE YOUR MAIN BUSINESS CHALLENGES?

Reduce costs
and improve
revenue/profit.

Acquire new
business/customers.

Improve customer
service to retain
existing customers.

Improve
productivity and
business efficiency.

Increase agility
and speed to market.



INTRODUCING BT ONE PHONE - HELPING YOU TO MEET THESE CHALLENGES.

- Combine your company's fixed lines, mobile phones and phone system into a single communications system.
- One phone receives all calls to your fixed and mobile numbers.
- Call management features on your mobile phone that you're used to with your desk phone.



There are two different solutions to choose from:

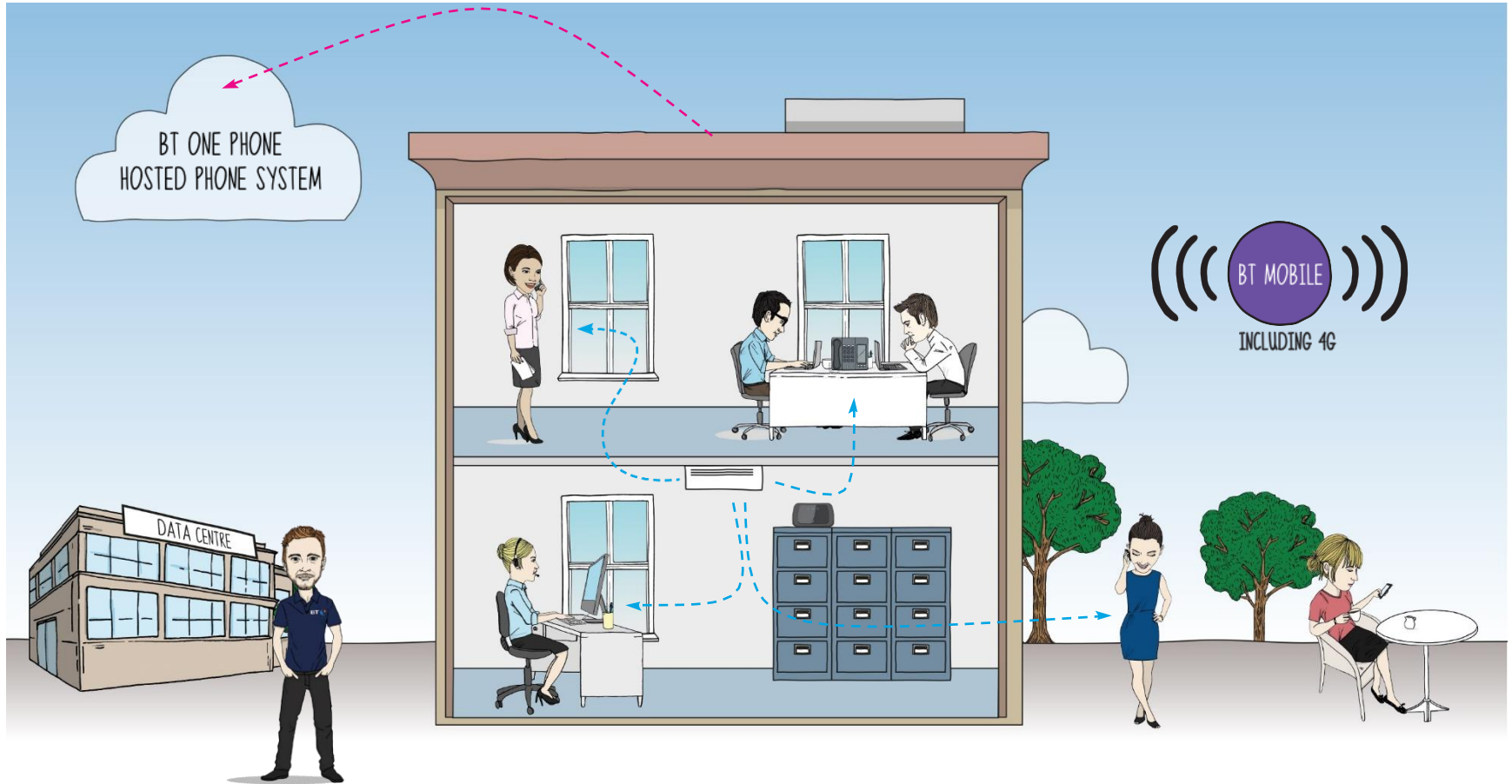
BT One Phone Office **A hosted communication service**

- Replaces your office phone system with a Cloud-based one.
- Dedicated private mobile network delivers landline equivalent call quality to mobiles in the office.

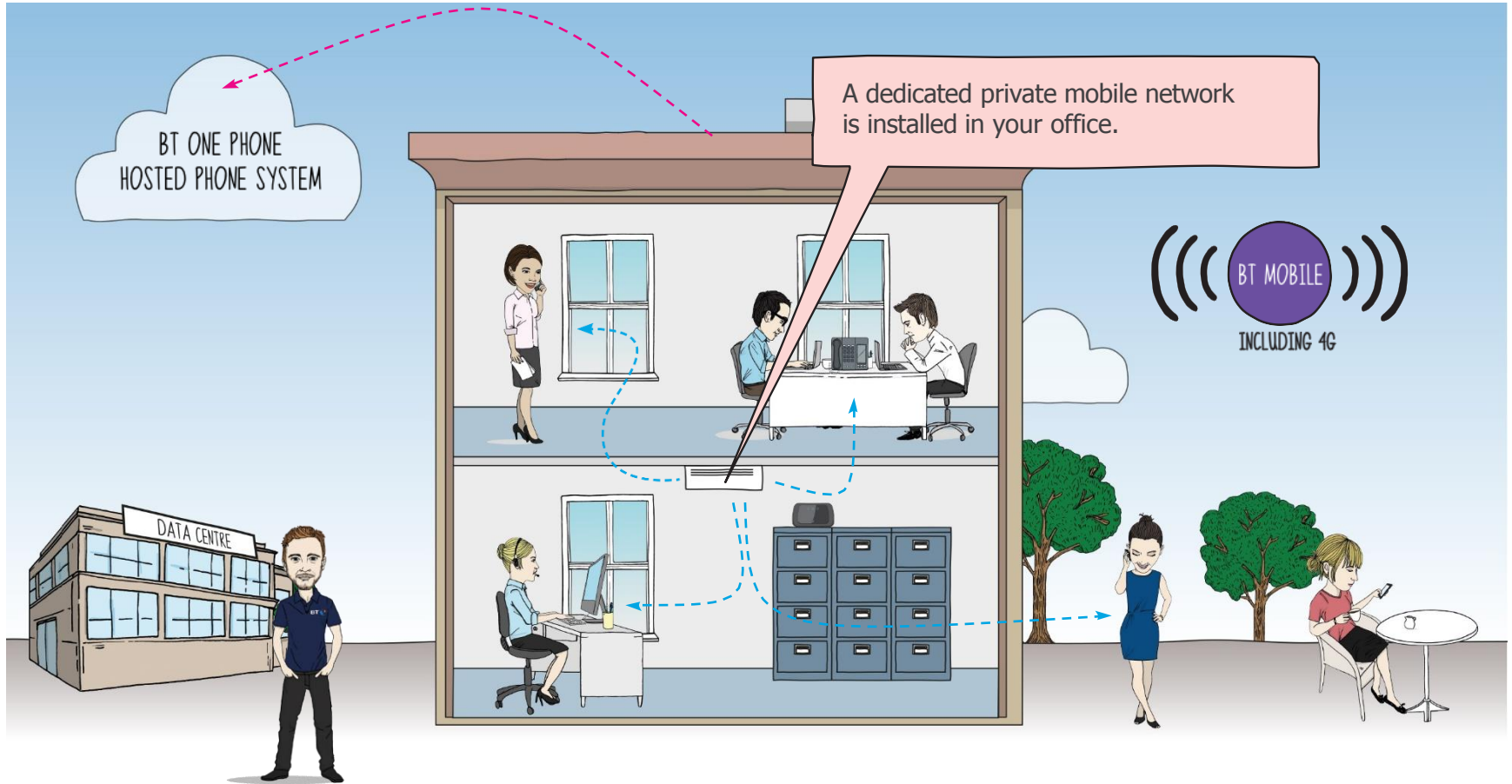
BT One Phone Professional **A hosted mobile solution**

- Works alongside your existing phone system.
- Easy to upgrade to BT One Phone Office when the time's right

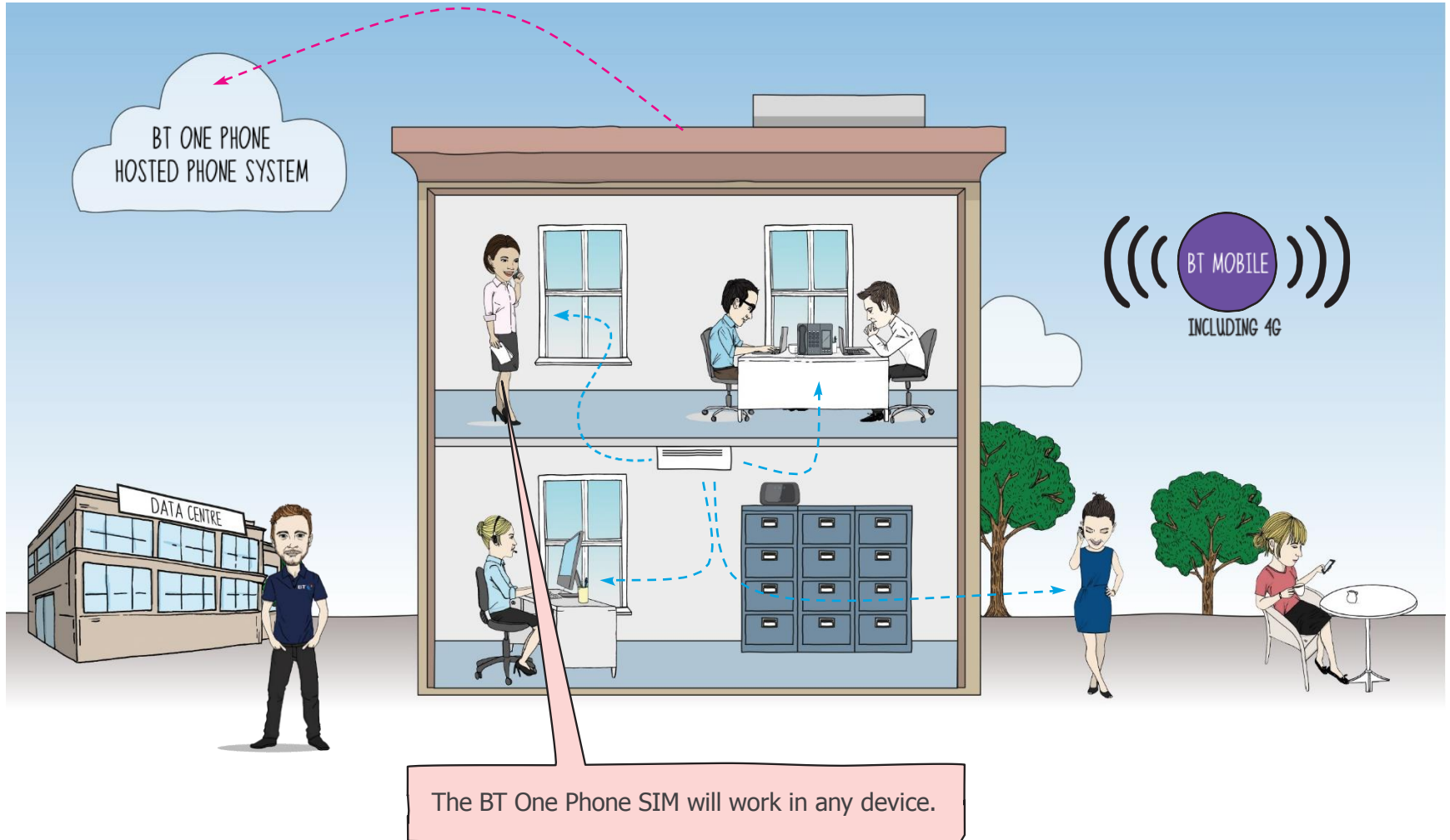
HOW IT WORKS - BT ONE PHONE OFFICE.



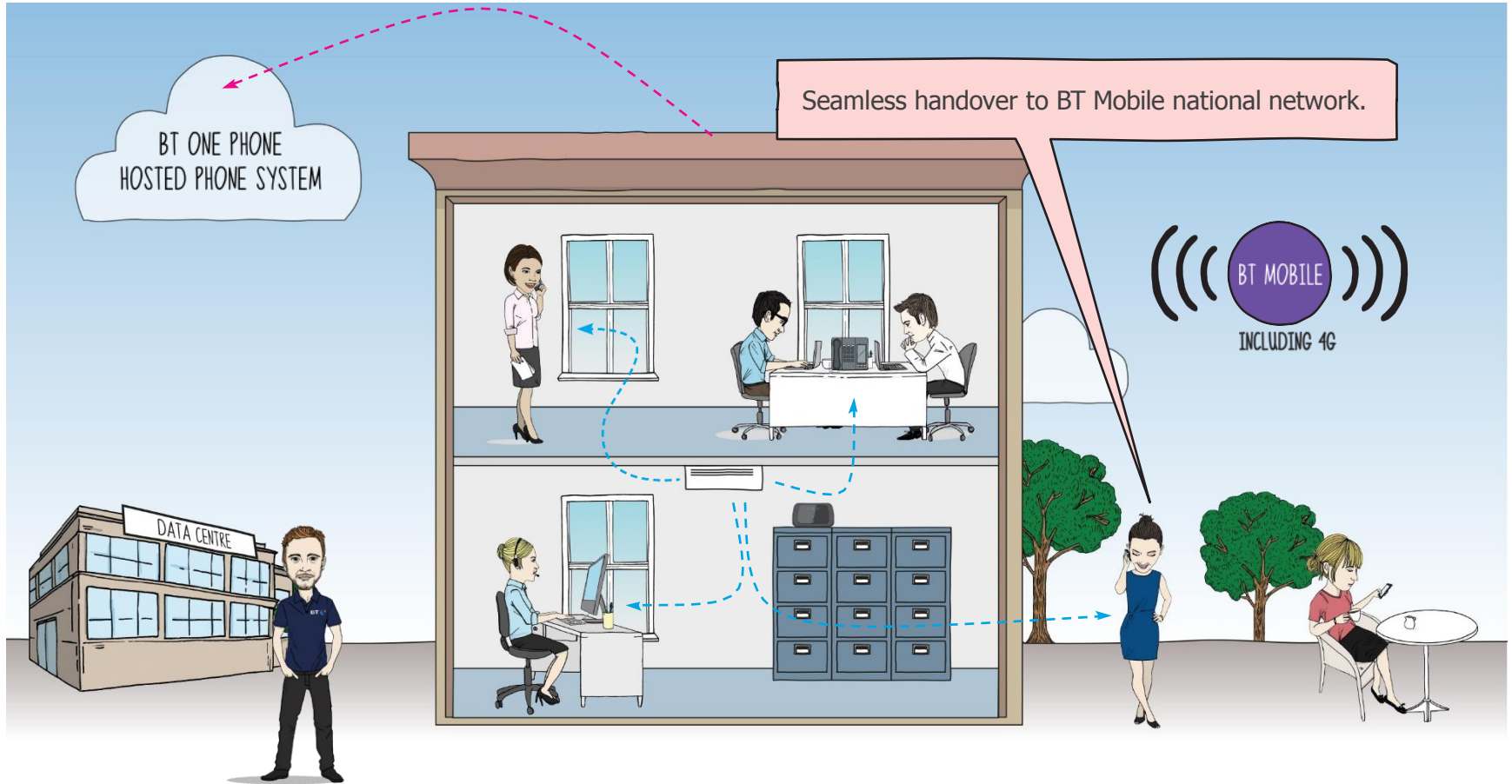
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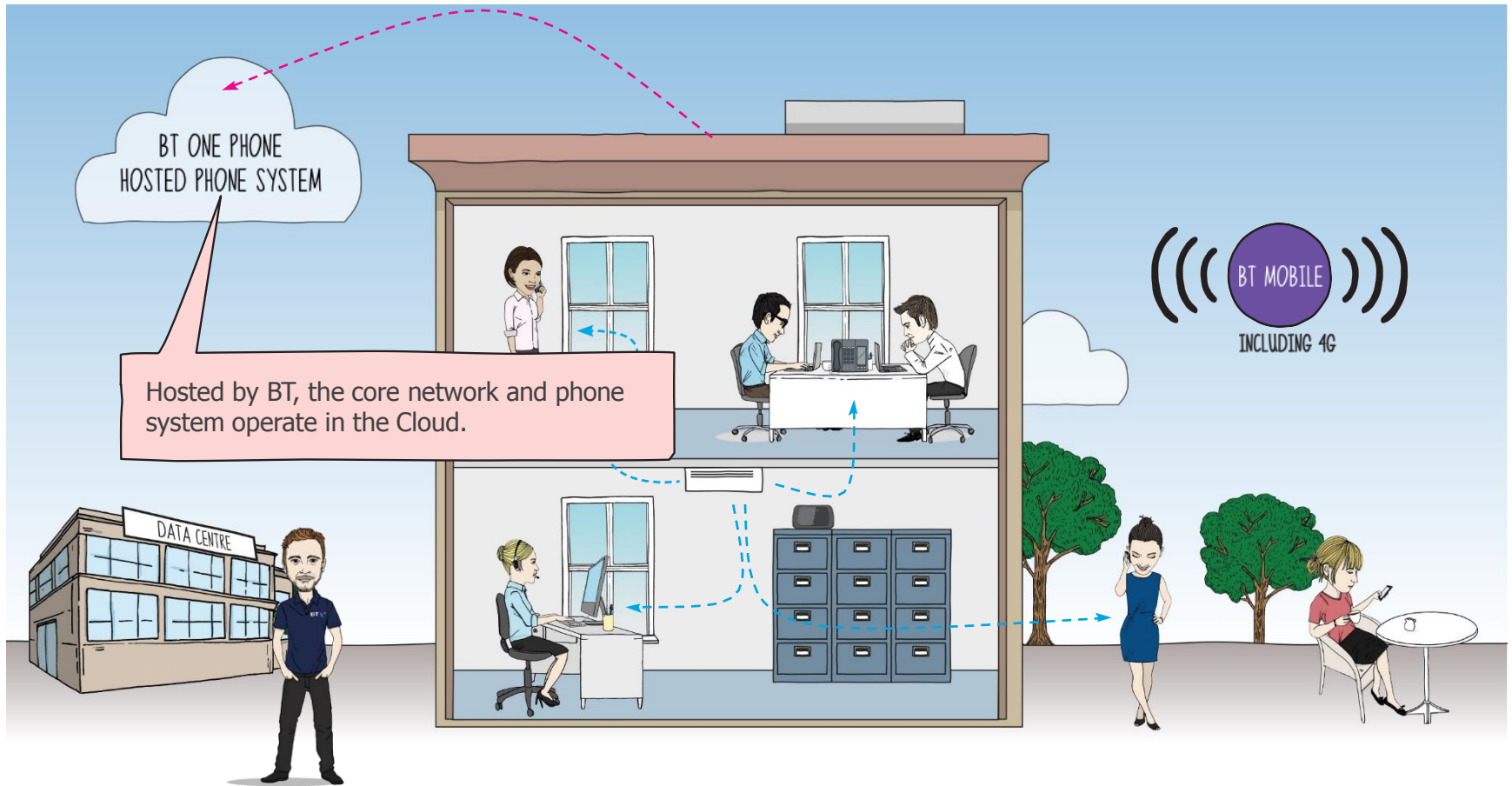
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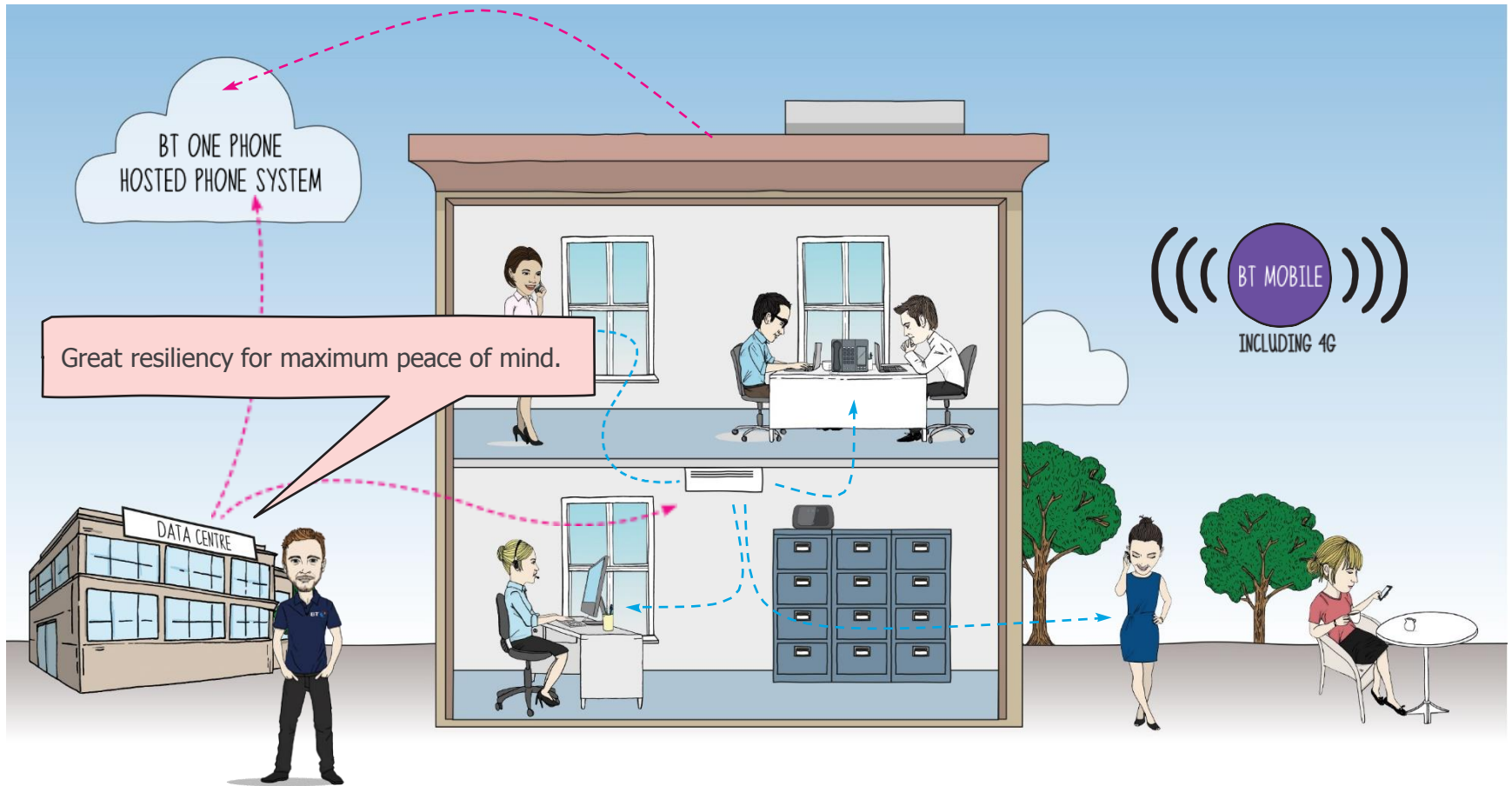
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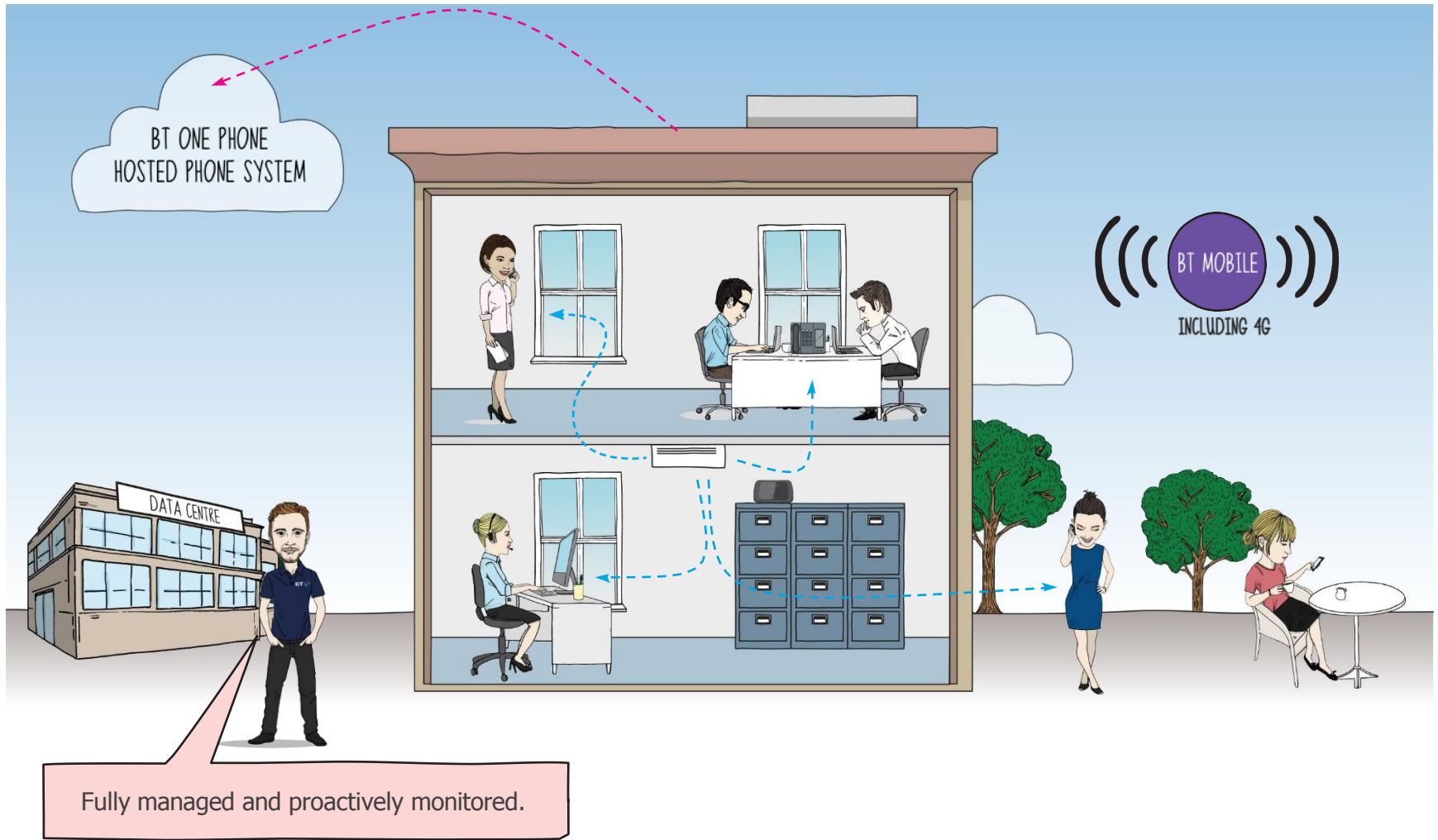
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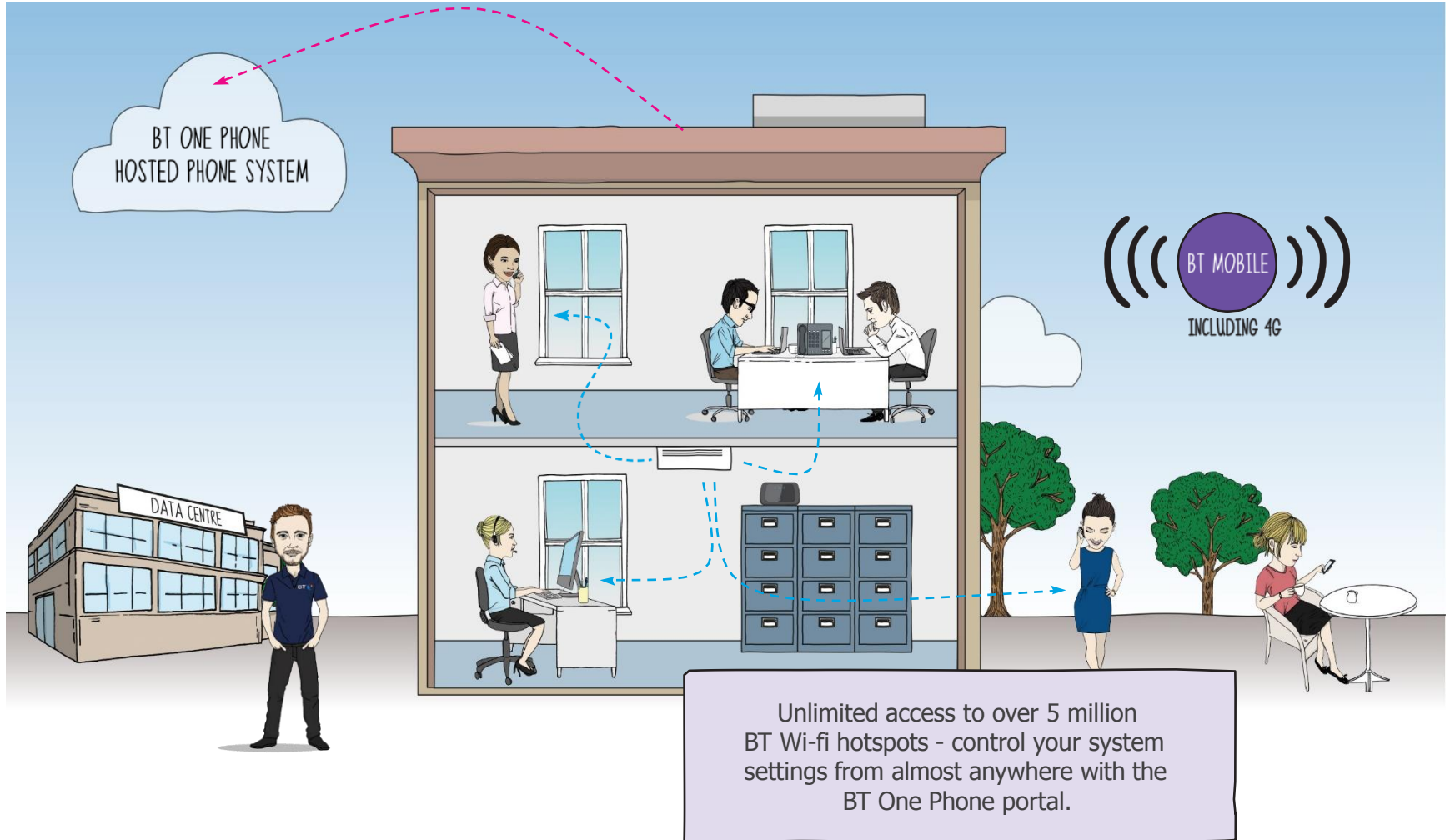
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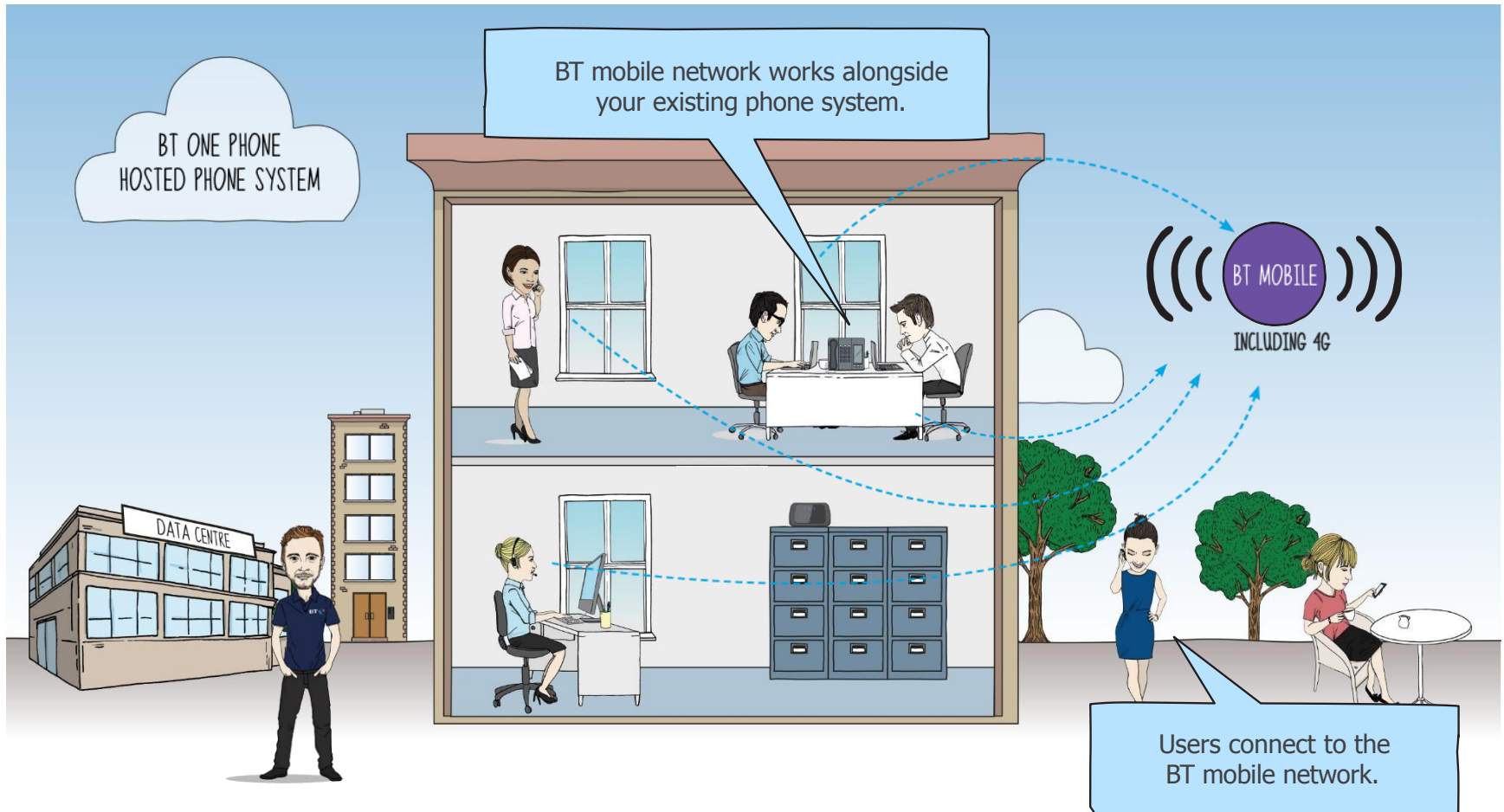
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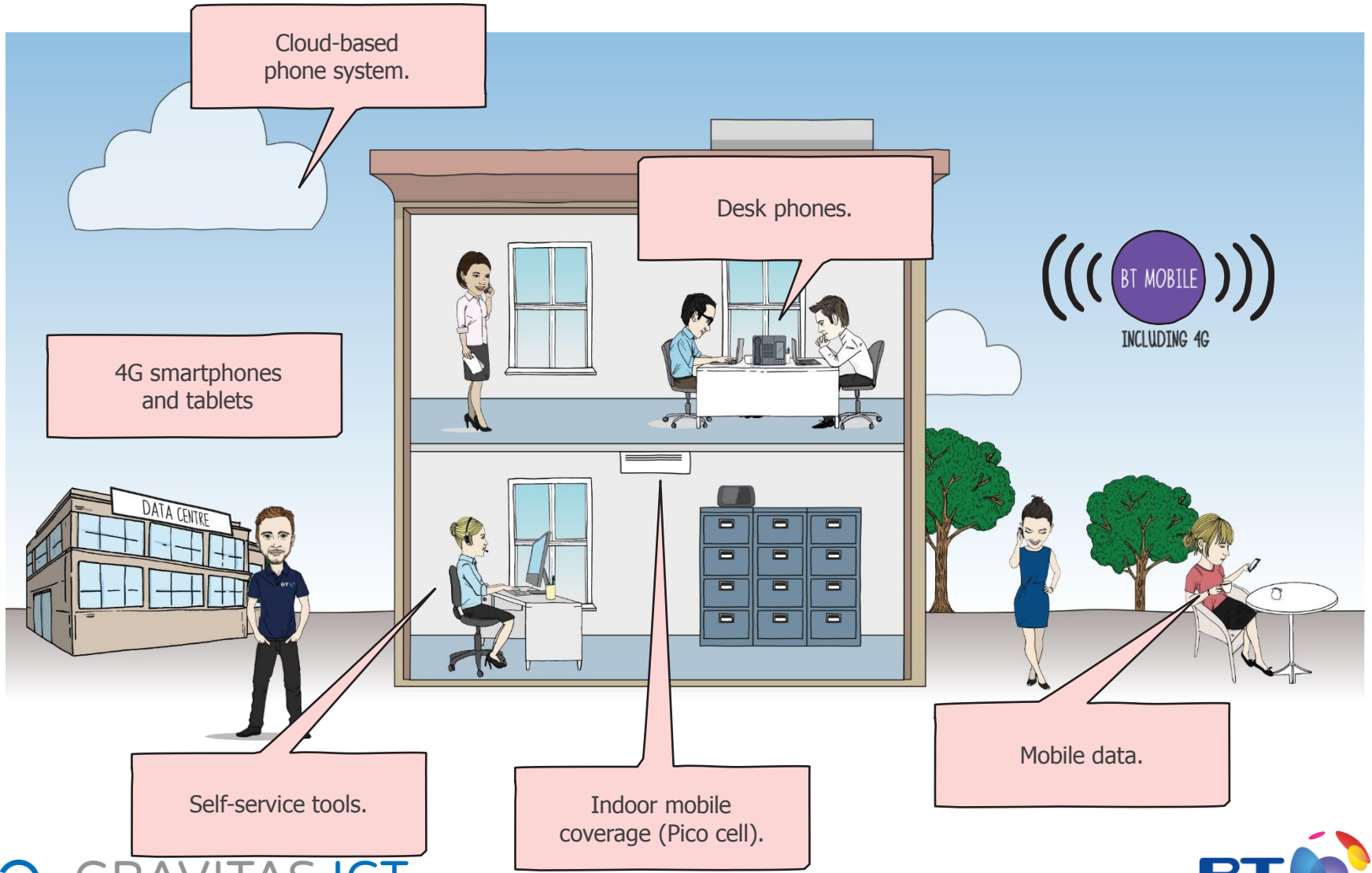
HOW IT WORKS - BT ONE PHONE OFFICE.



HOW IT WORKS - BT ONE PHONE PROFESSIONAL.



TECHNOLOGY DESIGNED TO WORK AROUND YOU.



The One Phone Team

Par Jansson
Head of Commercial Operations

Technical Pre Sales Consultants

Rob Walker

Ben Price

Chris Pearson

Chris Wiggins

James Pegg

Umais Manzoor

Role of the One Phone Team

Technical support
on face to face
visits.

Share their
knowledge of One
Phone with the
BTLB.

Work alongside
sales channels
selling BT One
Phone solutions.

Support on pricing
and bids.

Support customer
demonstrations.



BT ONE PHONE - MAIN TARIFF OVERVIEW.

All charges mentioned on this page are excluding VAT, based on a monthly charge (unless stated otherwise) and apply to full Minimum Period commitment.

Set up charge	BT One Phone Office (36 months) One off £50 per user (or £1.67 per month)		OPEX Option – spread connection fee over term (£1.67 per month instead of £50)																																						
	BT One Phone Professional (24 months) FREE connection		Upfront Subscription Charge– pay all subscriptions for full term upfront with 10% discount																																						
Choose a subscription	Company Shared Bundle (Share voice, text and data)		Unlimited (Unlimited UK calls texts for each user)																																						
Type of workers	Office Worker £15 <small>(Office solution only)</small>	Mobile Worker £20	Office Worker £30 <small>(Office solution only)</small>	Mobile Worker £35	SIM-only discount on subscriber monthly rentals: <ul style="list-style-type: none"> • Office £3 • Professional £5 																																				
	Hardware credit included depending on proposition & bundle																																								
Add a bundle With 4G at no extra cost!	<table border="1"> <thead> <tr> <th>Voice</th> <th>Text</th> <th>Data</th> <th>Price</th> </tr> </thead> <tbody> <tr> <td>5k</td> <td>5k</td> <td>5GB</td> <td>£345</td> </tr> <tr> <td>7.5k</td> <td>7.5k</td> <td>7.5GB</td> <td>£495</td> </tr> <tr> <td>10k</td> <td>10k</td> <td>10GB</td> <td>£620</td> </tr> <tr> <td>12.5k</td> <td>12.5k</td> <td>12.5GB</td> <td>£760</td> </tr> <tr> <td>15k</td> <td>15k</td> <td>15GB</td> <td>£875</td> </tr> <tr> <td>25k</td> <td>25k</td> <td>25GB</td> <td>£1390</td> </tr> <tr> <td>50k</td> <td>50k</td> <td>50GB</td> <td>£2625</td> </tr> <tr> <td>75k</td> <td>75k</td> <td>75GB</td> <td>£3650</td> </tr> </tbody> </table>			Voice	Text	Data	Price	5k	5k	5GB	£345	7.5k	7.5k	7.5GB	£495	10k	10k	10GB	£620	12.5k	12.5k	12.5GB	£760	15k	15k	15GB	£875	25k	25k	25GB	£1390	50k	50k	50GB	£2625	75k	75k	75GB	£3650	Unlimited UK calls and texts	
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BT One Phone is a diverse product

Solution: 27 seats value £38k

Why: Customer had Vodafone One Net, but was not really happy with it.

The majority of staff are field based so the customer requested a 6 extension phone system and 22 mobiles. This then changed with the demonstration of the BT One Phone solution as the function and pricing were better than what they had been paying to Vodafone. The customer liked it so much he recommended their sister company so we picked up an additional One Phone opportunity.

Solution: 64 seats value £86.9K

The customer operates CCTV and security systems. They have a large engineering fleet who need to communicate regularly with the head office.

Onephone gave presence detection, full cost control as well as the ability to replace lost, damaged SIMS, order kit via the Onephone portal. This solution represented significant benefits in flexible working while also giving them up to date technology.

One key challenge was to include providing detailed technical data around the Radiation levels of the PICO Cells and customer case studies.

Solution: 50 seats value 51K

This customer is looking to improve customer service and support, bringing all of their 5 regional offices and 25 mobile numbers into the one hub.

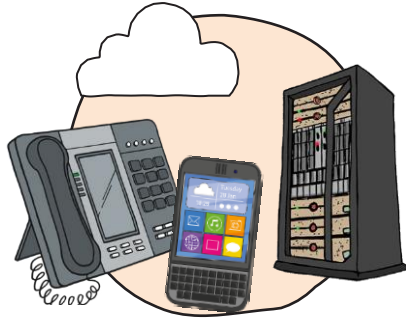
Also appealing is the bundle of extra's included like call management, logging all in and outbound calls with reporting throughout the whole estate, as well as presence and availability.

This gives them more control and flexibility to handle their call traffic

Solution: 20 seat value 29.8K

Looking for a solution to centralise control of all there operation and to improve their customer service experience and support times. Looked at a Mitel solution with remote users and mobile twinning and the quote would be over £10k just for the kit. Considering they could have 40 users in the near future, mainly remote, the One Phone solution looked like a much better fit for this customer. It also gives them a lot more control and visibility of their staff. It will also improve their customer service, as we will be able to bring all of their out of area and non-geographical numbers into one place, they really liked this. Plus we can add numbers in new area's so they can attract new customer and grow the business further. Also geographical marketing and campaigns. On the One Phone you get call management so we can log all the calling activity inbound and out and report it as well, they really like this. So they can monitor success from their marketing. Also staffing levels at peak times, if they need more in certain areas they could easily add users quickly, again to improve sales, customer experience and service.

WHY BT BUSINESS IS THE RIGHT CHOICE FOR CONVERGENCE



- Proven track record – we're the market leader for phone systems.
- Over 800k UK businesses trust us.
- Experts in voice, mobile and Cloud.

- The best connectivity, wherever your people choose to work.
- UK's most established 4G network.
- Biggest 3G and 2G networks.
- Over 5 million Wi-Fi hotspots.

- Dedicated UK-based helpdesk.
- Installation overseen every step of the way by a dedicated Project Manager
- Radio survey of your site to make sure you have the right mobile coverage.

- Continuing to invest to give you better connectivity.
- £186m investment in 4G spectrum license to improve indoor mobile data coverage.

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THANK YOU FOR YOUR TIME.

