

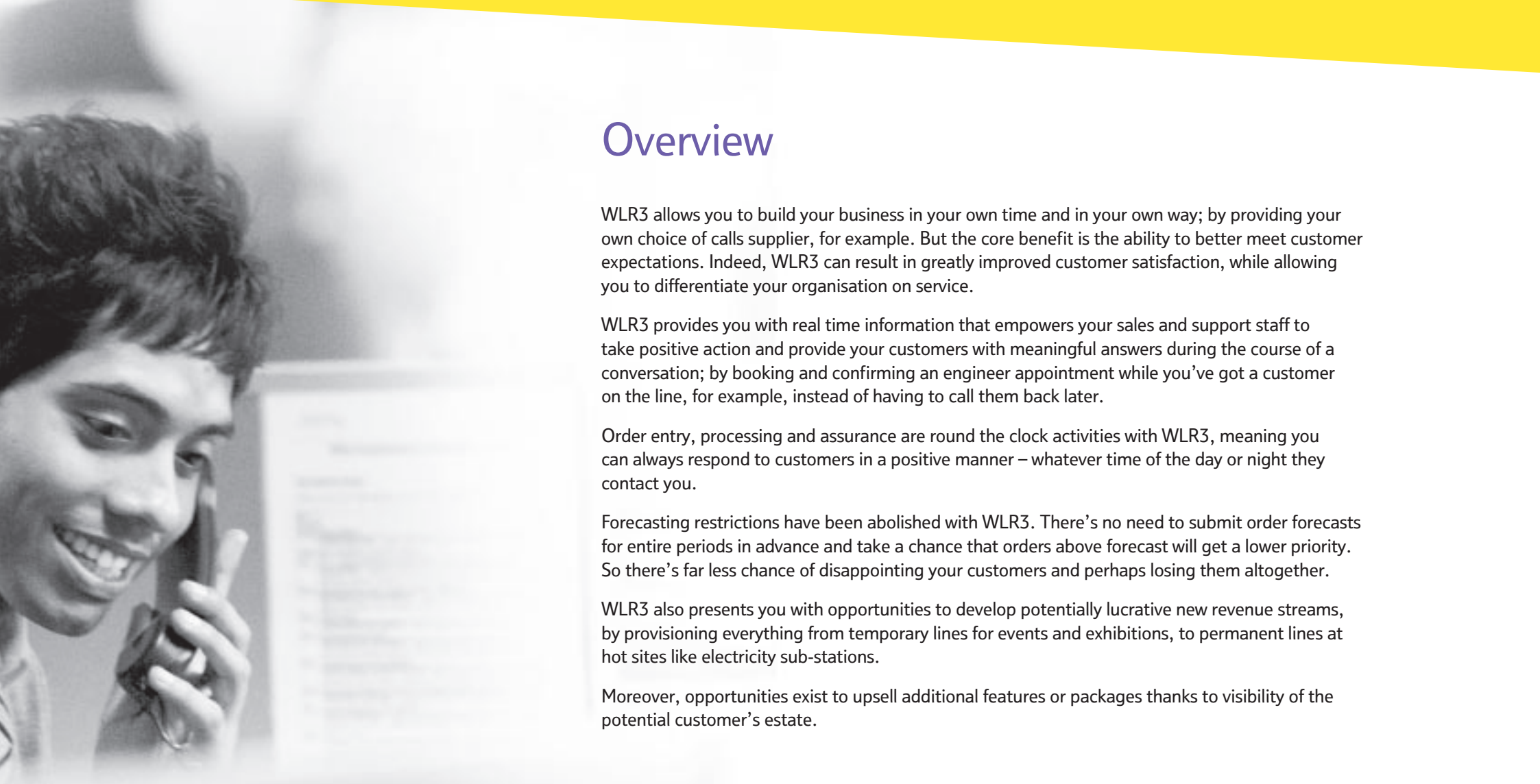


WLR3
Empowerment
through information

Contents

- 1 Overview**
- 2 Establishing better, closer and more rewarding customer relationships**
 - 2 Reducing the likelihood of order rejection
 - 2 Confirming line plant availability
 - 2 Selecting and agreeing phone numbers
 - 3 Booking engineer appointments
 - 3 Reactivating stopped lines
 - 3 Transferring lines with calling and network features
 - 3 Automating the home and business premises movers process
 - 3 Accessing information about a potential customer's line inventory
 - 4 Setting pre-authorized charging limits for time related work
 - 4 Testing lines yourself
 - 4 Keeping you informed about fault resolution
 - 4 Enabling reseller fault management
 - 4 Managing customer expectations during major service outages
- 5 Enhancing operational efficiency like never before**
- 6 Developing potentially lucrative new revenue streams**
- 7 Getting started**
- 9 Why WLR3 and Openreach?**
- 9 Want to know more?**





Overview

WLR3 allows you to build your business in your own time and in your own way; by providing your own choice of calls supplier, for example. But the core benefit is the ability to better meet customer expectations. Indeed, WLR3 can result in greatly improved customer satisfaction, while allowing you to differentiate your organisation on service.

WLR3 provides you with real time information that empowers your sales and support staff to take positive action and provide your customers with meaningful answers during the course of a conversation; by booking and confirming an engineer appointment while you've got a customer on the line, for example, instead of having to call them back later.

Order entry, processing and assurance are round the clock activities with WLR3, meaning you can always respond to customers in a positive manner – whatever time of the day or night they contact you.

Forecasting restrictions have been abolished with WLR3. There's no need to submit order forecasts for entire periods in advance and take a chance that orders above forecast will get a lower priority. So there's far less chance of disappointing your customers and perhaps losing them altogether.

WLR3 also presents you with opportunities to develop potentially lucrative new revenue streams, by provisioning everything from temporary lines for events and exhibitions, to permanent lines at hot sites like electricity sub-stations.

Moreover, opportunities exist to upsell additional features or packages thanks to visibility of the potential customer's estate.

Even better customer service, enhanced operational efficiency and new business opportunities

With WLR3, you can interact with customers armed with valuable, up to date information that you can rely upon and act upon, enabling you to improve their experience and build loyalty

Establishing better, closer and more rewarding customer relationships

Reducing the likelihood of order rejection

You can confirm straight away whether an address is correct and likely to be accepted by Openreach, while you've got the customer on the phone; whereas before you had to work on assumptions. When those assumptions were incorrect, you had to re-submit orders, which was frustrating for you and downright annoying for your customers.

Beyond address matching, the cost in time of identifying the product associated with a rejected order, responding to the customer and then having to cancel an open order or remove an incompatible product was equally frustrating. There's none of that with WLR3. You can poll our systems to reveal issues that have the potential to cause an order to be rejected further down the track. Better still, you can do it while you've got the customer on the phone!

Confirming line plant availability

You can see if adequate line plant is available for the customer's address with WLR3. If more is required, you can explain the situation to the customer, request additional plant from Openreach and at least give them a rough idea of when their line is going to be installed. There's no better way to establish the fact in their minds that you're in total control of the situation.

NB: You can now report line plant damage to Openreach online.

Selecting and agreeing phone numbers

With WLR3, you can select a number from an on screen pick list and agree it with the customer over the phone. There's no need to call Openreach, choose a number within their requirements, revert back to them to see if it was acceptable and then confirm that it was to us. Real time number selection with WLR3 reassures the customer that you can deal with their important requirements yourself and are therefore in the driving seat – not Openreach.



Booking engineer appointments

Missed engineer appointments are a constant concern for you, for your customers and for Openreach. With WLR3 you can directly book, re-book and cancel provisioning appointments while you've got a customer on the phone.

This is a great improvement over the lucky dip approach and somewhat tortuous journey of the past. For example, having to log appointment requests, wait for a response from Openreach and then maybe having to inform the customer that the date and time slot they had requested wasn't available. The potential for you to play piggy-in-the-middle was endless.

While WLR3 provides you with direct access to our engineer workbook, even this advanced functionality hasn't eliminated the problem of the customer not being at the address when an engineer visits. That's why we've introduced a managed re-appointment service for WLR3. If you opt for this service, Openreach will contact your customer directly and take full responsibility for re-arranging the appointment.

Reactivating stopped lines

You can access enhanced site inventory information to see where stopped lines exist and reactivate them, as required. This facility wasn't universally available in the past, which often meant you issuing new provision orders when it wasn't absolutely necessary to do so. There's none of that with WLR3. And, more to the point, you and your customers no longer need to pay to reinstall perfectly good lines.

Transferring lines with calling and network features

You can verify which calling and network features are live on a new customer's line with WLR3 and make any requested changes before you transfer it. This functionality prevents services being inadvertently ceased or reactivated during the transfer process, typically because they hadn't been recorded correctly in the first place.

Automating the home and business premises movers process

As most of us know, moving home or business premises can, in itself, be an extremely stressful time. WLR3 gives you far greater control of the process, taking the heat out of it for you and eliminating anxiety for your customers.

Thanks to increased automation, the cease and provide process is far more straightforward and faster, and there are far fewer opportunities for manual fallout. And if an engineer visit is required, you can book that online too!

Accessing information about a potential customer's line inventory

As long as you have a potential customer's permission, you can access details of their WLR3 line bundles and network calling features. This will enable you to develop a deeper understanding of the services they are actually using, tailor your proposals accordingly and hopefully win new business as a result.

Setting pre-authorized charging limits for time related work

When we're working for you on a time related charges basis, you can set a pre-authorized WLR3 charging limit for all your customers. This will save you having to contact Openreach and provide the required authorisation every time you want to get a time related charges job underway. By the same token – and depending on the limit you've set – Openreach engineers won't have to leave the site when additional work is required.

Testing lines yourself

When a customer contacts you to tell you there's a fault, you can conduct a line test while they're on the phone. This will improve their perception that you are in control. Better still, you'll be able to enlighten the customer before passing the fault to Openreach with initial diagnostic tests completed.

This improved diagnostic capability should give you a more accurate indication of the location and nature of the fault (e.g. whether it's likely to be in the wiring at their premises, in our cabling or at the exchange).

While this feature won't in itself reduce repair times, the information you pass on to your customers should certainly enable you to better manage their expectations, as they will be aware that you're doing everything within your power to rectify the situation.

Keeping you informed about fault resolution

We'll keep you up to speed with our progress on the WLR3 fault resolution front via automated messages, thereby saving you the hassle of calling us.

We'll also let you know when the repair cycle is complete and the fault has been cleared, so you can tell the customer. This should eliminate many complaints; typically those arising from people taking time off work to wait for an engineer, when the fault has already been found and resolved outside their home.

Enabling reseller fault management

The ability to devolve fault management to resellers is dependent on whether you or your Third Party Integrator have this facility built into your WLR3 access solution. If you do, your resellers will be able to manage faults independently. What's more, they'll be able to do so in a far more effective manner than they can now; thereby relieving you of the need to manage the interaction with Openreach for the lifecycle of the repair.

Managing customer expectations during major service outages

You will receive automated notifications of major incidents with WLR3, saving you the hassle of creating multiple fault reports and enabling you to manage potentially high volumes of inbound customer queries far more efficiently than has ever been possible to date.

If, for instance, an Openreach cable is cut by a mechanical digger or damaged by fire, you shouldn't need to raise a fault report for it. We will inform you, so that you can inform your customers, which is yet another clear indication to them that you're looking after their interests. As importantly, you'll be able to better manage customer expectations at the first point of contact.

Enhancing operational efficiency like never before

Automated order processing across provisioning and assurance with WLR3, along with proactive update messages from Openreach, equate to less time on task for staff. This should help to substantially reduce the administrative burden, bill your customers sooner and provide the Service Level Guarantees they expect.

As a result, you may find that you are able to re-organise around even more efficient operational structures. For instance, by freeing up individuals to concentrate on higher value-add order management or business development and analysis roles.

Depending on the WLR3 access solution you're using, you may be able to enable your customers to perform line tests themselves, thereby delivering additional efficiency.

Looking ahead, there are opportunities to establish customer self service portals and implement SMS alerts to further enhance the customer experience and differentiate your organisation in the marketplace.



Developing potentially lucrative new revenue streams

You can serve virtually all locations with WLR3, thereby effectively reducing the potential for customer churn.

Examples include temporary lines for everything from wedding marquees, to large-scale events and exhibitions, as well as to portakabins at construction site offices and to ships in dock.

You can also provide permanent lines to electricity sub-stations and to homes and offices adjacent to such sites, where the cabling needs to be protected from high voltages.

You will additionally be able to upsell a number of ISDN30 business continuity services to your customers. For example, site assurance (option 2), diverse routing, alternative routing and dual parenting are now all available for new supply on WLR3.

You can even sell payphone lines to businesses, along with lines that provide automatic connections to third parties. For instance, when shoppers use a store courtesy phone to call a minicab. Not forgetting, of course, the fast growing number of permanent sites, such as bus shelters with dot matrix signs, where WLR3 lines can be used to indicate bus arrival times to passengers.

Finally, WLR3 offers you the potential to provide resellers with white label and managed service solutions.





Getting started

Whether you're an existing Openreach customer thinking about moving your customer base to WLR3, or a Communications Provider coming to us for the first time, be assured that we offer you complete support during the necessarily rigorous WLR3 Product Establishment process.

You'll have your own Delivery Manager with overall responsibility for taking you through that process, along with access to highly-trained WLR3 technicians and our WLR3 connectivity and testing teams.

Our Product Establishment people and processes are there to smooth your path to Business As Usual, after which a Specialist Service Manager will be appointed on a temporary basis, to take you through the detail of your Customer Service Plan and related documentation and ensure you know how to get the most from WLR3.

A Customer Engagement Manager will also be on hand for migrations from WLR2, IT escalations and advice on upgrades and new releases. You will additionally have a WLR3 Commercial Business Manager, to deal with contractual and billing queries; and a WLR3 Service Manager, to handle in life service-related issues as and when they arise.

Over and above that, our 1000+ team of Service Centre agents will be available to address day-to-day service requests, and our 20,000+ engineering team is on call 24x7 to support the network and your lines.





Why WLR3 and Openreach?

WLR3 empowers you through information. It delivers enhanced operational efficiency, leading to greatly improved customer satisfaction. And it enables you to develop potentially lucrative new revenue streams.

You can rely on Openreach to be there when you need us – through the real-time automation implicit with WLR3 and through our people.

Our people are our strength and our differentiator. Their expertise, experience and commitment has enabled us to develop an intimate understanding of

the rapidly changing communications marketplace and to respond by continually improving the quality of service we provide.

The investments we make in upskilling our entire workforce and upgrading the local access network – along with the introduction of innovative products like WLR3 – are proof of the fact that we're not here for short-term gain.

As importantly, you can be confident that Openreach will be here tomorrow.

Want to know more?

To discuss becoming a WLR3 customer, contact your Openreach Sales & Relationship Manager or email customer.establishment@openreach.co.uk

www.openreach.co.uk

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