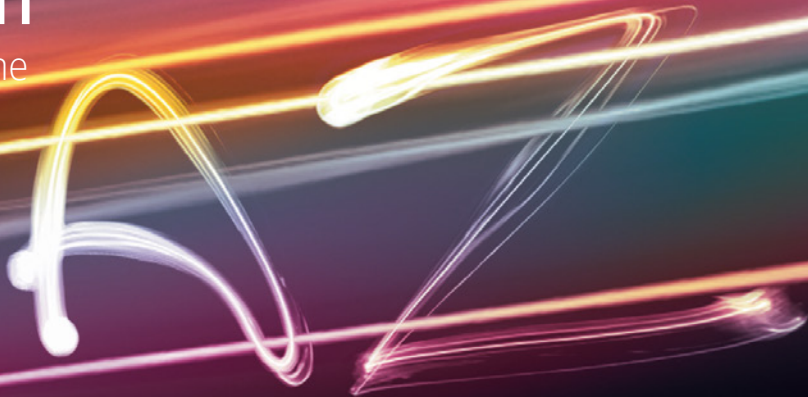


# A TO Z GUIDE TO **btwholesale.com**

A quick guide to BT Wholesale online

Enhancing the online experience



**BT** wholesale

WE MAKE IT POSSIBLE



## A to Z Guide to [btwholesale.com](http://btwholesale.com)

As part of our commitment to helping to make it easier to work with us, we've developed a completely new website ([www.btwholesale.com](http://www.btwholesale.com)) for you. The vast majority of the changes are as a direct result of your feedback – you have given us your views and suggestions and we've listened to them and have introduced many new improvements as a result.

**We've made it easier for you to find information**

**We've made it easier for you to do business with us**

**We're making it easier for you to order products and services**

This A to Z guide gives a brief summary of many of the changes that have happened. We hope you find it useful and informative.



A

## ACCESS TO APPLICATIONS AND TOOLS

We've made it easier for you to access applications and tools on our new website: they are now grouped together within a new area called '**My BT Wholesale**'.

## AUTOMATED ACCESS TO BUSINESS ZONE

You can now access **Business Zone** without the need for any helpdesk intervention.



# B

## BUSINESS ZONE

Making it easier and quicker to do business with us, **Business Zone** groups all of your key online tasks into a single, seamless online experience.

## BETTER BRIEFINGS

The number of product briefings has been reduced and prioritised to just one per day, so now you aren't swamped with too much information. Older or archived **briefings** are also easier to find.



A large, white, stylized letter 'C' is centered within a white rounded square frame. The background of the entire page is a vibrant, high-angle aerial photograph of a city at night, showing illuminated buildings, streets, and traffic with a mix of blue, yellow, and red lights.

# C

A decorative graphic consisting of a thick blue line that starts from the right edge, goes up, then left, then down, then left, then down, then left, then up, and finally right, ending at the right edge. There are three small white circles at the top of the vertical segments.

## CONTENT

All of the content on our site has been reviewed and streamlined, with outdated items removed and others updated. The website includes new photography, editorial and graphics as well as some informative videos about our products and services.



D

## DIGITAL TRANSFORMATION

The updated **website** represents the first phase in our digital transformation programme, which will radically change and enhance the way in which we interact online with you. It's a significant part of our continuing commitment to provide you with the best possible levels of service.



## eBILLING

This service has been difficult to access and use in the past. We've therefore improved it and made it quick and easy for you to log directly into **eBilling**.

## eCHAT

This will provide you with a new and enhanced online experience, enabling you to get the help that you need, when you need it.



F

## FAULTS

You can now tell us about issues such as broadband faults directly from Business Zone, using **eChat**.

## FEEDBACK

Your feedback has been an essential ingredient in the development of the new website. Your thoughts, opinions and views are always important – as evidenced by our new policy of **User Testing**.





# G



## GO TO MARKET

This section of the site enables you to access various resources and information that will help you to sell more products and grow your business. It includes items such as our marketing campaigns; documents that can be white-labelled with your details; and sales and marketing collateral that you can download and share with your customers. To reflect this, **Go To Market** will soon be renamed 'Sales Tools'.



# H

## HOME PAGE

The website's **Home page** has also been redesigned, with an integrated login capability. There are direct links to Products and Services; Go To Market; Help and Support; and the My BT Wholesale section of the site. You'll also find banners with links to specific pages on the site.



## INFORMATION GALORE

Our new **website** is packed with useful information and we've made it easy for you to find what you want, when you want it. Just to highlight how important and well-used this information is, our customers view millions of pages of content on our site each year.

[www.btwholesale.com](http://www.btwholesale.com)



J

## JUMP TO THE RIGHT PAGE

You can now find the precise information you need quickly and easily with our new indexed content. We've added new capabilities, including refined searches and keyword searches, making it easier for you to find the things you need.



# K

## KEY PRODUCT INFORMATION

This is now much easier to find and access through the website's menu. The main product ranges covered in this section include: **Data Services, Hosted Communication Services, Managed Network Services, Voice Services, and IT Services.**





## LOOK OUT FOR NEW CONTENT

We are constantly adding and updating our content to ensure that the information you have is as up to date as possible. Did you know we publish some 1,000 **briefings** each year? So visit the website regularly to keep in touch with everything that's happening at BT Wholesale.



M

## MY BT WHOLESALE

This part of the website is dedicated specifically to your needs. It gives you easy access to a wide range of information and services, all in one place, and includes three main areas: **Business Zone**, **My Applications** and **Briefings**.



# N



## NAVIGATION

The new website is much easier to navigate, with clear menus, simpler searches and clear links to further information – making life easier for you. You'll now need fewer clicks to reach the information you need and you'll also find that the site is more intuitive than before.



## ORDERS

For Ethernet orders, we're in the process of making changes based on customer feedback – simplifying the online journey, making ordering easier and more intuitive, and also making it faster. Similarly, ordering products such as Wholesale Hosted Centrex is easier on the new website. The **escalation** of broadband orders has been improved and is now on Business Zone rather than a standalone app.



P



## PLANNED NETWORK OUTAGES

We've improved the visibility of planned **network outages**. Within Business Zone you can now view a calendar of expected works that might affect you and you can also drill down to check your inventory against any forthcoming outages and see details of the planned work.





## QUICK VIEW

Our new 'Quick View' enables you to see an instant summary of an escalation on an order or a fault. You can view the full details of the escalation and can see or add notes if necessary. You can also manage all of your broadband products here, both 20C and 21C services.



R



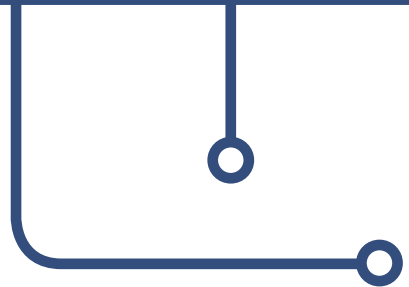
## REDUCTION OF UNNECESSARY CONTACTS

Self-service via the online channel makes life easier for both you and us and enables us to spend more time focusing on adding more value. Having a website that is quick and easy to use has helped to reduce the number of calls to our Customer Service team.



## SOPHISTICATED SEARCHES

In response to your requests, it has become much easier to search pages and documents on the website – including searches of secure content (such as handbooks, pricing and product briefings). New features include auto suggestions (which predict the items you might be looking for); synonyms; and filtering (via combinations of category, file type and date range).





T

## TIME FORMAT

Orders raised on Business Zone are now time-stamped. The time format has been changed to a 24-hour clock to enable you to know precisely when any orders were last updated: previously, the time didn't state whether it was am or pm.

## TOOLS AND DOCUMENTS

We are continuing to develop **online tools** that will help us to respond even more rapidly to changing customer demands and to support your business growth.



# U

## USER TESTING

In line with our philosophy of continuous improvement, we now hold monthly face-to-face sessions with our customers, in which they can give us their opinions of what we're doing and how we're doing it. This helps to ensure that you gain the maximum benefit from our site. If you'd like to **find out more** about the monthly sessions, please email [business.zone@bt.com](mailto:business.zone@bt.com)

## USER EXPERIENCE

We are delighted that our customers are already telling us that the new website is much more accessible and delivers a greatly improved experience.





V

## VIDEOS

We now provide **video tutorials** that deliver step-by-step guides that will help you to place or amend an order, or to report faults online. We have also produced videos on selected products and services. BT Wholesale has developed a new YouTube channel for hosting videos with information for customers.



W

## WEBSITE REDESIGN

The website is designed to be mobile friendly and we are working to develop a fully responsive solution.

## WE LISTEN TO WHAT YOU SAY

The new website is just one aspect of our continuing commitment to listen to our customers and to enhance our service still further.



# X

## XPLORE THE SITE

Find out about the exciting improvements it offers. And don't just explore once – keep on looking regularly – you'll be surprised at how much useful information and how many links to helpful resources you can find on the site.



Y

## YOUR OPINION IS IMPORTANT

**Let us know** what you think about the new website and whether you have any suggestions for further improvements. We don't want to rest on our laurels – we're always looking at possible ways of improving our service levels still further.





Z



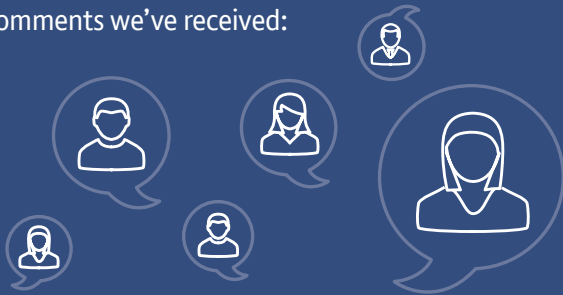
## ZIP OFF NOW

Go and visit [www.btwholesale.com](http://www.btwholesale.com)!  
We hope you enjoy the experience.



# FEEDBACK SO FAR FROM CUSTOMERS

Customers have been responding very positively to the new website. Here are a few of the comments we've received:



“Having all of my applications and tools in one easy location has made the world of difference. The changes now mean fewer clicks and faster performance for our teams. Even better, key product information that was previously difficult to find is now easier to locate and understand. Good work!”

“I like it. I like that it takes me to a part which is relevant to me which is great. Much cleaner and I think more intuitive, it brings BTW up to speed alongside the other BT Group sites”

“My team have found the newly launched site far more intuitive in way of ease of use and finding what they need quicker”

# OVERVIEW OF THE NEW WEBSITE

Here is a quick guide to the main sections of the website and their contents:



## Products & Services

This area of the website is brimming with useful information. The main sections are **Data Services**, **Hosted Communications Services**, **Managed Network Services**, **Voice Services**, and **IT Services**.

Each of these sections lead to further links to specific products. However, that's not all! Click on the Related Documents tab and you'll find items such as datasheets and case studies that will help you to learn more about the products. You'll also find a whole range of collateral, including white-labelled documents that you can easily adapt for your own use and that will help you to sell more.



## Go to Market

This area contains a wide range of resources such as news of the latest offers and key user messages. It will shortly be renamed Sales Tools.

## Help & Support

Here you can find a range of options for finding help or contacting us if you have a query or an issue. You can also find information on topics such as Planned Engineering Works and 21C Broadband Service Availability.



## My BT Wholesale

In this part of the website you'll find a host of material relating to your own specific needs. They include:

### Business Zone

This section has been designed to make it easier for you to do business with us and includes a Quick View of all your orders, faults and inventory. All of your online tasks are grouped together here to provide you with a seamless online experience.

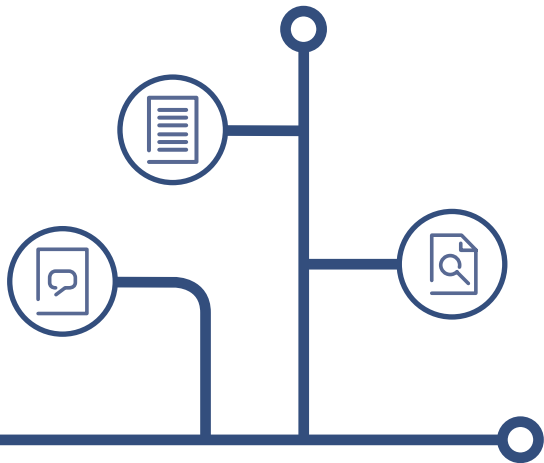
### My Apps

A range of apps can be found in this section, covering topics such as quick quotes, billing and reports.



## Briefings

Here you can find the latest news and updates about our offers and services – and our current and archived briefings are now searchable.



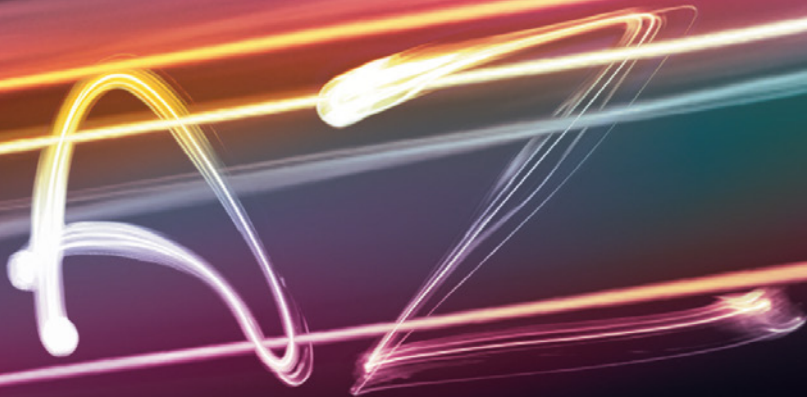
**BT** wholesale

Enhancing the online experience

Email [clientreception@bt.com](mailto:clientreception@bt.com) or call

**0800 671 045**

[www.btwholesale.com](http://www.btwholesale.com)



© British Telecommunications plc 2016.  
Registered office: 81 Newgate Street, London,  
England EC1A 7AJ.

**WE MAKE IT POSSIBLE**