



## Press Release

10 May 2004

### **XANSA AND BT COMBINE BUSINESS PROCESS OUTSOURCING AND CRM EXPERTISE**

**Xansa is First BPO Company to Use BT Agile Contact Central Service from India;  
New Ways of Working at Core of 16-Year Relationship**

Xansa, the international business process and IT services company, and BT, one of Europe's leading providers of telecommunications services, announce they will combine their expertise to offer Xansa clients enriched service centre functionality as part of a fully-managed and end-to-end service to support Business Process Outsourcing (BPO) propositions.

Under a five-year contract, BT will provide Xansa with a bespoke implementation of Agile Contact Central, part of BT's suite of Siebel-based Contact Central CRM solutions, and multimedia voice over IP connectivity services. Hosted in the UK, the service desks will support Xansa's operations in India and the UK via a functionally rich, fully end-to-end managed service. Xansa is building potential capacity for 10,000 seats in India within its established technology centres in Chennai, Delhi and Pune.

BT's multi-channel and hosted solution is scalable and will enable Xansa to meet growing demand for business processes that require robust voice or data services that are inbound or outbound, onshore or offshore. It will enable Xansa to integrate all the contact channels its clients use in a way that minimises risk and initial capital expenditure.

Xansa has a reputation for managing industry-specific, complex and high-value back-office business processes through its integrated UK and India delivery capability. It currently does so for major Financial Services, Telecommunications and Utilities companies as well as its own Finance, HR and IT Customer Service Desks.

Steve Weston, Xansa's UK Managing Director says, "Even when managing complex back-office processes, which is what sets Xansa apart from its competitors, there is an element of voice interaction. Agile Contact Central provides Xansa with this ability for client-facing interactions and on demand as required. For example, when managing Accounting & Finance helpdesk processes, Xansa takes around 2,000 calls per day from employees and suppliers. Our clients appreciate the ability to resolve issues quickly this way. They also want to be able to ramp up the scope and scale of service at speed. BT is a natural choice."

#### **Joint Innovation, Skills and Strong Relationships**

"This deal is a great example of how by integrating our hosted Siebel-based applications and connectivity services, we can offer customers a flexible and scalable CRM solution," says Steve Ackling, Director of Marketing and Channels, BT Major Business. "BT's CRM solution delivers specific functionality to specific agents as Xansa's business requires, without having to release significant

capital investment for unused functionality or capacity. Xansa, in turn, is able to increase the speed, quality and complexity of the business processes it delivers for its customers.”

Xansa Chief Executive, Alistair Cox, says, “The win-win for BT and Xansa is being able to create compelling solutions that improve our clients’ business performance. This involves our joint innovation, the skills of our people and our strong relationships with clients. We are both focused on managing delivery of solutions that allow our clients to focus on their own core skills and capabilities. We look forward to continuing a close business relationship with BT to further our complementary aims.”

### **New Ways of Working for Over 16 Years**

The two companies have been creating new ways of working with each other, and their clients, over the past 16 years.

In 2003, BT and Xansa joined with Computer Sciences Corporation, in the Prism Alliance, to win client Royal Mail in a £1.5b outsourcing contract to save £250m over ten years. Xansa is providing application management and software development services. BT is providing network and technology services.

In 2002, BT became a foundation client for Xansa’s BPO services when BT awarded Xansa its Accounting & Finance BPO contract. Xansa was chosen because of its commitment to guaranteed savings of £93m over seven years, service quality and development opportunities for the 570 employees who transferred to Xansa. BT was also a foundation client for Xansa in 1988 for its Application Management services, which continue to be provided today.

Ian Livingston, BT Group Finance Director, says, “As a client of Xansa, I have been delighted with their BPO service and the very real business benefits it has delivered to BT. Now, by utilising BT’s innovative CRM solutions, Xansa’s client proposition will go from strength to strength.”

BT also provides Xansa with services ranging from its UK data network, international bandwidth and PABXs, to mobile and conferencing services, and now hosted contact centre services.

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**About Xansa**

Xansa is an international business process and IT services company creating and delivering process and technology solutions that significantly improve its clients' business performance. Through strong relationships, commercial innovation and its integrated Indian delivery capability, Xansa drives real and long-term cost reductions, performance improvements and new ways of working tailored to each client. Its services are Business and Technology Consulting, IT Implementation, IT Outsourcing and Business Process Outsourcing. Xansa is a FTSE 250 company (LSE:XAN) with over 6000 people in the UK and India.

**About BT**

BT Group plc is the listed holding company for an integrated group of businesses providing voice, data and video services in the UK and elsewhere in Europe. British Telecommunications plc, a wholly-owned subsidiary of BT Group, holds virtually all businesses and assets of the BT group.

BT is one of Europe's leading providers of telecommunications services. Its principal activities include local, national and international telecommunications services, higher-value broadband and internet products and services, and IT solutions. In the UK, BT serves over 20 million business and residential customers with more than 29 million exchange lines, as well as providing network services to other licensed operators.

BT consists principally of three lines of business:

- BT Retail, serving businesses and residential customers and including BT Openworld, one of the UK's leading ISPs.
- BT Wholesale, providing network services and solutions within the UK, including ADSL, conveyance, transit, bulk delivery of private circuits, frame relay and ISDN connections.
- BT Global Services, BT's managed services and solutions provider, serving multi-site organisations worldwide. Its core target market is the top 10,000 global multi-site organisations with European operations.

There are a number of other businesses within the BT group, including BT Exact, an internationally renowned centre of excellence in IT and networking technologies. It is also BT's technology and research and development business.

In the year ended 31 March 2003, BT's turnover was £18,727m. with profit before depreciation, exceptional items and taxation of £1,829m.

For more information, visit [www.bt.com](http://www.bt.com)

**About Agile Contact Central**

Agile Contact Central is a network hosted, contact centre solution that provides an integrated 'on-demand' approach to customer service and multi-media contact management. Based on BT's 'out of the box' multimedia CRM and contact centre solution, Contact Central, it combines all the elements of a state of the art contact centre in one pre-packaged, pre-integrated application. Users of the application have access to a pure IP based multimedia platform able to deliver and receive e-mail, fax, SMS, voice calls and web collaboration, a unique management framework where workflow and routing strategies are defined and reports generated and a fully integrated interface to Siebel's world class eBusiness applications.

As a BT managed and maintained end-to-end hosted solution, the proposition provides flexible, commercial options that allow the service to be used pay-as-you-go, as well as offering commitment flexibility on the size of the operation. Specifically, BT can provide the flexibility for customers to grow or reduce their operation (subject to a minimum commitment) as quickly as they need without the worry of capital investment. It also provides customers with the opportunity to virtualise their customer contact operations across their complete enterprise and achieve economies of scale through consolidation and rationalisation of resources – both people and technology.

This approach to delivering a true, hosted virtual enterprise allows companies to address the issues of loyalty, retention and the ability to offer consistent service to their end customers.