

BT First Contact

Access to **multilingual** public services
for diverse ethnic communities

Είναι δύσκολο όταν δεν μπορώ να
καταλάβω αγγλικά.

صعبة عندما لا تستطيع فهمها؟

**Roughly translated to “if it’s not your native
tongue then words can get mighty frustrating”**

And things are not about to get any easier either
because the European Union is getting bigger and
the political asylum, economic migration and mass
tourism issues are constantly on the agenda.

*Put simply people in today’s multi cultural society will
always be affected by linguistic difficulties.*

With policies of social inclusion and equality of
access this can present significant challenges to the
providers of public services. How do you deliver
healthcare, access to emergency services, enforce
law and order, conduct interviews with social
services and benefit agencies or give fair access to
the criminal justice system when there is no common
language?

If adequate access for the non-English speaking
communities is not provided, problems of social
exclusion can arise. As a result, public services use
expensive translation and interpreter services which
deflect resources from the frontline. Identifying the
right language and then finding an appropriate
interpreter reduces productivity and efficiency. In a
criminal investigation case, that delay can affect the
chances of a successful outcome.

It is estimated the UK Public Sector is spending
£300m a year in translation and interpreter services
and this is increasing at about 20% a year, placing a
growing strain on public finances.

Whether you need to interact with the non-English
community on the phone at a contact centre, or in
the office for a face-to-face interview or on the street
in the community, **BT First Contact** can provide a
cost effective solution in dealing with the majority of
straightforward cases, improving productivity and
releasing funds for frontline services.

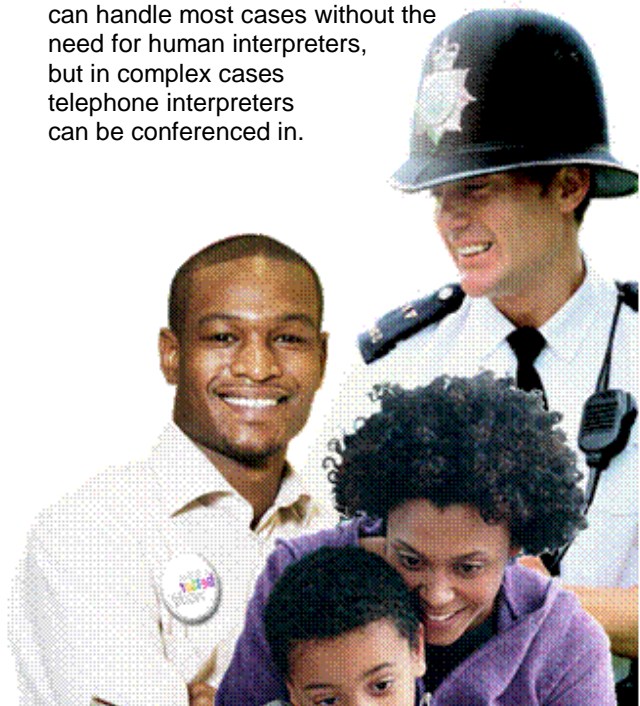
The BT First Contact Solution

BT First Contact is an innovative solution that
combines technology and human skill allowing non-
English speakers to access public services in over
200 languages. It works by using an electronic
phrase book to offer a series of multilingual scripts
that map the process for a citizen service.

Citizens hear questions and comments in their own
language and reply using a telephone keypad or
touch screen. The interviewer or call handler sees
real time unambiguous responses from the citizen.

BT First Contact is not just a computerised voice
recognition system; it allows people to communicate
who have no common language. The interviewer or
call handler controls the interaction and responds as
appropriate, though **BT First Contact** will operate
unmanned if needed.

BT First Contact’s electronic dialogues
can handle most cases without the
need for human interpreters,
but in complex cases
telephone interpreters
can be conferenced in.

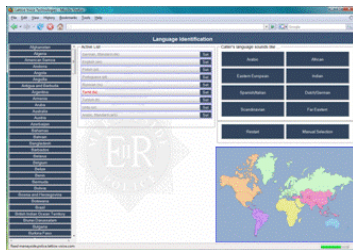


The five steps

Step 1: Language Identification

The first step is to identify the citizen's language.

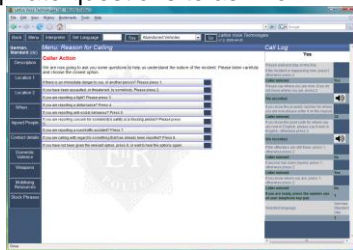
The caller is invited to select their language from a list of over 200 that are prioritised based on their location, by language grouping or by selection.



Step 2: Scripted Dialogue

Once the caller's language is identified, the call handler selects appropriate questions to ask from pre-defined scripts according to the circumstances.

The caller hears the questions in their native language and responds via their phone keypad or speech.



Step 3: Response Options

At any time the call handler can respond using one of a number of predefined responses according to need, situation or judgement. BT First Contact is not a computerised IVR system but real people dealing with real people.



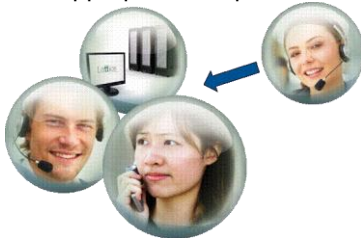
Step 4: Call Log

The BT First Contact solution keeps an auditable record of the call and the caller's responses both keypad and those spoken. This record can then be attached to case notes or used in further proceedings.



Step 5: Telephone Interpreter

In more complex cases an appropriate telephone interpreter can be conferenced in.



BT First Contact for social inclusion, cost reduction and productivity Improvement.

Three solutions for every situation

On the Phone is a contact centre solution that gives the call handler the ability to communicate and interact with non-English speakers. The caller hears questions in their own language and responds using the touch tone keys on their phone. This solution is ideal for any contact centre for the public.



In the Office allows a face-to-face interview in any language. The interviewer selects the question from the screen which the citizen sees in their own native language and responds via a touch screen. This solution is perfect for Police custody suites, Border Controls, Job Centres, Social Services interview rooms and Hospitals



On the Street is a BlackBerry, PDA or tablet version of **BT First Contact** that allows an officer to conduct and record a simple interview with a member of the public who can see and hear questions in their own language and respond via the keypad. This solution is ideal for anyone operating in the field, police officers, environmental health, trading standard officers or community health visitors.



Conclusion

BT First Contact helps solve the issues of interacting with the non-English speaking community without the expense and delay of using expensive interpreters. By using a set of pre-defined interactive multilingual scripts it can address the majority of citizen interactions; reducing the need for interpreters to the more complex cases.

BT First Contact will not only save money but will help to improve productivity, citizen service and meet the social inclusion policy.

To find out more about the BT First Contact, contact:

- Your BT Account Manager or
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