



News Release

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SINGAPORE AIRLINES AND BT WORK TOGETHER ON CUSTOMER SERVICE EXPERIENCE INNOVATIONS

BT, one of the world's leading providers of communications services, today announced a contract with Singapore Airlines to help further enhance their customer experience through leveraging innovative technology across their contact centres around the world.

Under the terms of the contract, BT will develop an innovative communication management service based on the Genesys Customer Experience Platform. The new solution will have more efficient and intelligent routing capabilities for various interaction channels that will further enhance customer experience. It includes multi-channel support for customer contact such as voice, email, chat, mobile, social media and web channels. Singapore Airlines will also benefit from BT's Inbound Contact Global service, which provides local access numbers for customers to call from anywhere in the world.

This new solution leverages the latest customer interaction management technology developed by BT and by Genesys, and will provide Singapore Airlines' customer service officers with an easy-to-use, multi-channel tool designed to help them enhance the experience they can give to their customers.

Kevin Taylor, president of BT in Asia Pacific, Middle East and Africa (AMEA), said: "Singapore Airlines is a global brand with an outstanding reputation, seeking to use technology creatively to deliver a great performance. We are delighted to have been chosen to help them bring together the very wide variety of channels of communication used by their own customers in a way that optimises interactions and maximises the quality of the experience for all parties involved."

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About Singapore Airlines

Singapore Airlines is a global company dedicated to providing air transportation services of the highest quality and to maximising returns for the benefit of its shareholders and employees. Since founded in 1972, it has evolved from a regional airline to one of the most respected travel brands around the world. The company flies one of the youngest aircraft fleets in the world to destinations spanning a network across six continents.

About BT

BT is one of the world's leading providers of communications services and solutions, serving customers in more than 170 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to its customers for use at home, at work and on the move; broadband, TV and internet products and services; and converged fixed/mobile products and services. BT consists principally of five lines of business: BT Global Services, BT Business, BT Consumer, BT Wholesale and Openreach.

For the year ended 31 March 2014, BT Group's reported revenue was £18,287m with reported profit before taxation of £2,312m.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group plc and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

For more information, visit www.btplc.com.

About Genesys

Genesys is the market leader in multi-channel customer experience (CX) and contact center solutions in the cloud and on-premises. The Genesys Customer Experience Platform powers optimal customer journeys consistently across all touch points, channels and interactions to turn customers into brand advocates. Genesys is trusted by over 4,500 customers in 80 countries to orchestrate more than 100 million digital and voice interactions each day. Visit us at www.genesys.com or call us at +1.888.436.3797.