



BT Indirect Channels Partner Principal Briefing

BT Business Plan Lite

'No frills' call package

Core





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Introduction

BT Indirect Channels is delighted to announce the development of BT Business Plan Lite, a simple call package aimed at companies spending less than £250 per annum. Whereas most customers will benefit more from the channel's higher level Business Plan offerings, this new version will be of interest to the very low end business market. It may also appeal to customers that have several sites, one of which is very small.

BT Business Plan Lite is available from 10th August 2004.

Details

Business Plan's 10p cap on inland calls lasting up to an hour (subject to a set-up fee of 2p) will apply to BT Business Plan Lite customers, with an ongoing rate of 3.5ppm. However, customers won't benefit from free connection or conversion to ISDN or to FeatureLine, and won't receive the 5% reward at the end of the year. They also won't automatically receive access to Total Care.

For most customers, the higher value BT Business Plan offerings should be considered first – Business Plan Lite should only be offered reactively, not pro-actively.

Commissions

BT Business Plan Lite is not commissionable in its own right – the call revenue generated will be commissioned at the call rates.

Training

The training packages available on the Partner Academy will be updated to take this new enhancement into account.

Further information

For further information, please contact your BT Indirect Channels Account Manager, or visit www.bt.com/indirectchannels.



Offices worldwide

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