

Ford Motor Company



Audio Conferencing Services Overview from BT Conferencing

Presented by BT Conferencing



Objectives

- Outlining Ford Audio Conferencing choices
- Which service do I choose?
- Scheduling an Event Call successfully
- Contact Information

Outlining Ford Audio Conferencing choices

Audio Conferencing Services

– **Reservationless:**

- For impromptu or recurring calls under 40 people
- Least expensive of all conferencing services

– **Scheduled/Booked Calls:**

• **One Time Automated**

- Similar to Reservationless, but one time passcode.
Least expensive.

• **Operator Attended**

- Enhanced functionality over One Time Automated, recommended for larger calls. Middle tier in cost.

• **Premium**

- High touch call service; Operator-choreographed call from start to finish.

Reservationless Audio Conferencing

When do I use this service?

For ad-hoc or regularly recurring calls that do not require operator assistance. Maximum of 40 attendees recommended. “Self Service” conferencing.

Simple

- Connect up to 40 people, instantly and easily
- No set-up required
- No complicated systems to learn

Convenient

- Global reach
- 24X7X365 access
- Flexibility
 - Dial in from home/cell phone
- Assistance from Help Desk

Cost-Effective

- No need to:
- Travel
 - Book conference rooms
 - Juggle multiple schedules

Reservationless Calling Overview

- Dialing into your call: 5-digit dialing available
 - 5 digit 36737
 - FordNet 32.36737
 - Toll 1.313.323.6737
 - Toll free 1.800.367.3840

How to host your Reservationless conference

Invite.

- Tell your participants about your Reservationless conference in advance. Refer to your confirmation email for the dial-in number and passcodes.
- Include the following in your message:
 - Date, time (including time zone) of meeting
 - Dial-in number(s)
 - Participant passcode
 - ***DO NOT INCLUDE YOUR CHAIR CODE IN MEETING NOTICE FOR SECURITY PURPOSES***

Set Up.

- At the time of your conference:
 - Dial your dial-in number
 - Enter your chairperson passcode
 - Wait for your participants to join

Meet.

- **Begin** your BT MeetMe audio conference.

Reservationless Controls

Chairperson controls:

Operator Assistance	*0
Adjust Line Volume	*4
Mute On/Off Chairperson Line	*6
Mute On/Off Participant Lines	*5
Participant Roll Call	#1
Participant Count	#2
Conference Lock/Unlock	*7
Stop Audio Message	*2
End the Conference	##
Initiate Dial Out	#
– Rejoin with New Participant	#4
– Rejoin alone	#5

Participant controls:

Operator Assistance	*0
Adjust Line Volume	*4
Mute On/Off	*6

Scheduled Conference: One Time Automated Conferencing

When do I use this service?

For secure one-time calls that do not require operator assistance. Maximum of 40 attendees recommended.

- Each conference call is scheduled
- New passcode for each scheduled call → Higher level of security
- Scheduled call can have one passcode for all participants or a separate one for chairperson
- Ability to bill back to specific departments (CDSID)
- Same menu options on your telephone keypad as Reservationless

One Time Automated Controls*

**Same as Reservationless*

Chairperson controls:

Operator Assistance	*0
Adjust Line Volume	*4
Mute On/Off Chairperson Line	*6
Mute On/Off Participant Lines	*5
Participant Roll Call	#1
Participant Count	#2
Conference Lock/Unlock	*7
Stop Audio Message	*2
End the Conference	##
Initiate Dial Out	#
– Rejoin with New Participant	#4
– Rejoin alone	#5

Participant controls:

Operator Assistance	*0
Adjust Line Volume	*4
Mute On/Off	*6

Scheduled Conference: Operator Attended Conferencing

When do I use this service?

For calls that require operator monitoring or call entry via operator. Enhanced features, recommended for any call with over 40 attendees.

- Features highly-trained Conferencing Coordinator to assist with:
 - Scheduling, greeting and connecting participants
 - Conference and line maintenance
- Operator attended features
 - Call entry via operator
 - Roll Call
 - Locked Conference
 - Mute
 - Lecture
 - Operator Assistance

Scheduled Conference: Premium Conferencing

When do I use this service?

Premium Service audio conferencing allows you to take advantage of the full suite of audio conferencing features. To ensure a smooth, high-quality business event, choose it for your most critical meetings and events.

- A highly trained BT Event Call coordinator will help you choreograph your event from start to finish—monitoring the conference for help, security, or sound quality purposes to make certain you have the best possible experience.
- Applications
 - High profile company-wide meetings
 - Investor Relations Calls

Premium Conference Features

Features

- Voting/Polling
- Q&A
- Replay
- Locked Conference
- Password Protection
- Restricted List
- Audio Streaming
- Transcription
- Translation
- Interpretation
- Dial-Out
- Communication Link
- Operator Assistance
- Lecture
- Mute
- Roll Call
- Participant List
- Sub-conferences
- Recording
- Playback
- BT Vantage Point (online call view)

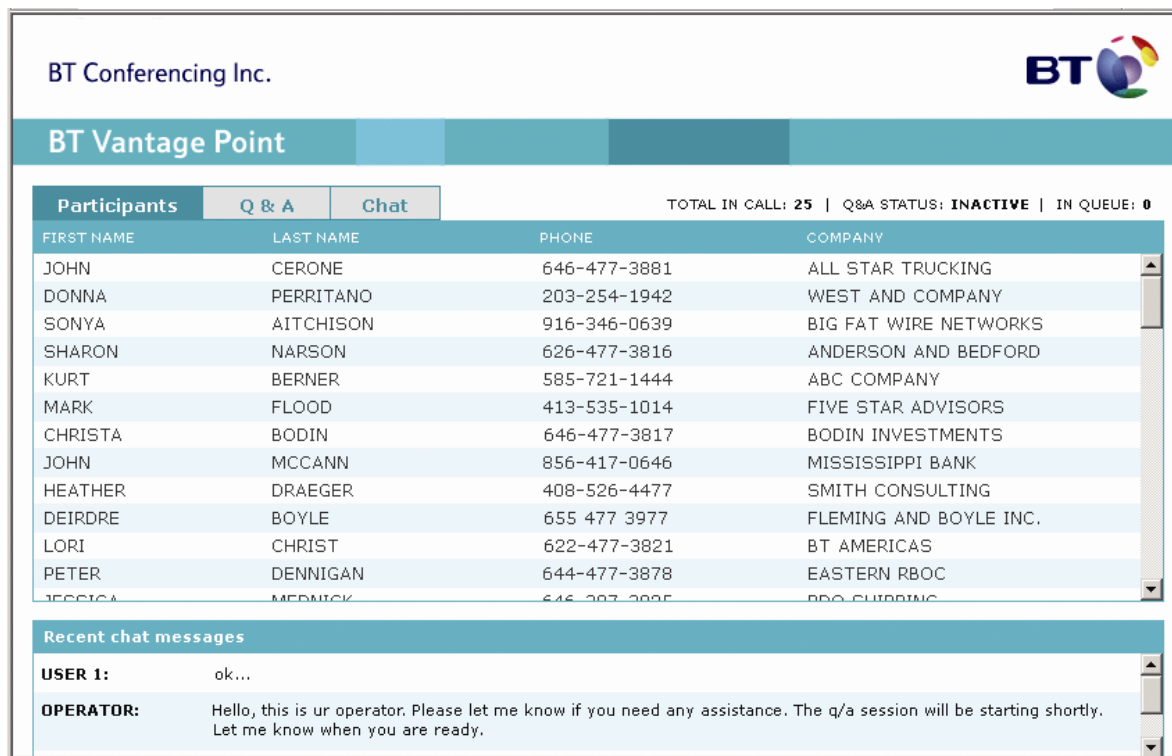
Premium Conference Process Overview


Pre Call	During the Call	Post Call
<ul style="list-style-type: none"> • Operator will verify details and answer last minute questions • Operator will double check dial-in details, titles, passcodes, replay numbers and participant list information • Define necessary features and establish the leaders vs. participants for lecture mode • Brief internal staff on specific scripting/restricted lists sent by Ford 	<ul style="list-style-type: none"> • Greet Participants <ul style="list-style-type: none"> – Gather necessary data and answer questions about the call • Open conference and introduce Leaders • View the conference via web based application <ul style="list-style-type: none"> – “See” who has joined the conference – “See” who is queued up for questions • Manage Q/A <ul style="list-style-type: none"> – Only allowing pre-defined participants to ask questions • Work with the Chairperson on a COM line (a separate communications line between the customer and the BTC Bridge Coordinator) during the meeting <ul style="list-style-type: none"> – Administer ad-hoc requests – Offer “play by play” updates – Provide instructions 	<ul style="list-style-type: none"> • Follow-up with Chairperson <ul style="list-style-type: none"> – Answer questions – Verify meeting expectations are exceeded • Send participant list • Provide recording or replay information or media • Distribute meeting transcriptions



Premium Conferencing Feature: BT Vantage Point

- Live Call Viewing
 - Participant View
 - Q&A View
- Security
 - One log in per Participant



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BT Vantage Point

Participants | Q & A | Chat TOTAL IN CALL: 25 | Q&A STATUS: **INACTIVE** | IN QUEUE: 0

FIRST NAME	LAST NAME	PHONE	COMPANY
JOHN	CERONE	646-477-3881	ALL STAR TRUCKING
DONNA	PERRITANO	203-254-1942	WEST AND COMPANY
SONYA	AITCHISON	916-346-0639	BIG FAT WIRE NETWORKS
SHARON	NARSON	626-477-3816	ANDERSON AND BEDFORD
KURT	BERNER	585-721-1444	ABC COMPANY
MARK	FLOOD	413-535-1014	FIVE STAR ADVISORS
CHRISTA	BODIN	646-477-3817	BODIN INVESTMENTS
JOHN	MCCANN	856-417-0646	MISSISSIPPI BANK
HEATHER	DRAEGER	408-526-4477	SMITH CONSULTING
DEIRDRE	BOYLE	655 477 3977	FLEMING AND BOYLE INC.
LORI	CHRIST	622-477-3821	BT AMERICAS
PETER	DENNIGAN	644-477-3878	EASTERN RBOC
JESSICA	MEDNICK	646-387-3885	RBO SHIPPING

Recent chat messages

USER 1: ok...

OPERATOR: Hello, this is ur operator. Please let me know if you need any assistance. The q/a session will be starting shortly. Let me know when you are ready.

Scheduling a call

- **Before scheduling your One Time, Operator Attended, or Premium Call:**
 - Decide on a date and time of your call
 - Determine the number of participants and speakers names/titles
 - Select the service features required
 - Define any special requirements
- **Contact Reservations**
 - Please call the Ford BT Conferencing Help Desk at 1.866.654.FORD or +1.617.786.4150 to schedule your Event Call
- **What to expect after you make a reservation**
 - Email confirmation of your call, confirming dial-in details and features requested
 - A call from your meeting coordinator prior to the call - (Premium Only)
 - Confirm your reservation and features
 - Review all special meeting instructions
 - Rehearse opening script
 - Determine agenda call flow
 - Offer you the opportunity to reschedule or cancel your meeting should your plans change

For more information, please contact:

- Ford BT Conferencing Help Desk:
 - 1.866.654.FORD
 - +1.617.786.4150
- Ford minisite: www.btconferencing.ford.com
- Email: reservations@btci.com