VIEW™

Real-time and historical reporting and data analysis

The VIEW solution

storm® VIEW™ is a powerful management information reporting package that provides access to a range of sophisticated statistical analysis tools. The VIEW Dashboard is a flexible and fully customisable real-time reporting interface that can be integrated with any source of service data. VIEW can be used to display management information from multiple services side by side on a single screen, and can be adapted to meet the needs of any service.

The historical VIEW Report Builder interface allows you to create a set of customised data analysis reports that track service performance over time, while Dashboard's real time statistics are updated to the second, enabling you to monitor and respond to events as they happen. Reports can be saved and distributed automatically.

Integration

VIEW is integrated by default with all **storm** services such as RESPONSE™ and FLOW™ for intuitive interactive service creation, CENTREX™ and CONTACT™ for call distribution and contact centre management, and DIAL™ for outbound multi-channel services, allowing you to view real-time and historical data for any service. Its communications integration and real-time feedback capabilities allow you to deliver outstanding customer service based on live information, reducing customer churn and increasing performance.

Key features & functionality

- Intuitive, secure, drag-and-drop interface: flexible, fully customisable reports can be tailored to your needs and accessed from any location

- Real-time and historical reporting capability: switch between a live view and historical report screen with a click.

- Real-time reports are accurate to the second; historical reports can be generated instantly for any time period.

- Share reports across your organisation or with specific users; lock reporting tabs or provide users with editable templates.

- Export data or graphical displays for reports and presentations

- Automatically distribute reports by email or SFTP (Secure File Transfer Protocol)

- Multi-channel integration: trigger warnings and notification alerts via SMS, MMS, automated voice services and email

VIEW can be integrated with any existing network infrastructure, database or CRM system, performing custom look-ups on your data network. Using an INTEGRATE™ API (Application Programming Interface), the system can work within your existing network infrastructure, allowing you to pull in data from any source and push alerts via any channel to keep your front line managers in the know via SMS, voice, email and the web.

Trend Analysis

Any combination of statistics can be displayed on the Dashboard. Using the VIEW Equation Editor you can perform customised calculations on your data in real time, in order to display whichever statistics are most important to your business, whether service levels, performance and trend analysis, hit rates or sales targets. Complex combinations of historical statistics can be created in the Report Builder, querying your system databases in order to present the information you need to see. Once created, your reports can be displayed for any time period by dragging and dropping a date range slider.

Distributing Information

Report screens can be shared with other managers as either locked or editable templates, and graphical reports can be exported as image files to be dropped into reports and presentations. All data from your reports can be exported as a spreadsheet for archiving, or to feed into third-party systems. Reports can be scheduled to run automatically and distributed throughout your organisation by email or secure FTP upload.

Multi-channel Integration

VIEW can be used to generate reporting feedback events that link with FLOW services, triggering live updates that can be used to adapt your service logic in real time. Trigger events can be defined so that alerts, updates and notifications can be escalated automatically when service thresholds are reached. If a patient is late for an appointment, an SMS can be generated and sent to their mobile. If a resource such as vaccine stock reaches a critical level, an email can be sent to let your managers know. When a certain trigger condition is met, your workflow can be set to send out automatic alerts and notifications, or to adjust your service intelligently, allowing you to keep track of a changing situation.

What our customers say

"**storm**'s easy interface, with its drag-and-drop functions, is fast and highly intuitive. We can access it from laptops, wherever we have an Internet connection, which has saved us a vast amount of time and effort. We can be more responsive to changing patterns of calls, helping to refine and improve our service."

ALASTAIR PAGE, NATIONAL RAIL ENQUIRIES OPERATIONS MANAGER

About **storm**

- Europe's largest communications integration platform, delivering powerful new services from the cloud for maximum flexibility.

- Multi-channel convergence - communicate over any network, to any device.

- Real-time business agility – scale & adapt the solution on-demand.

- Total user control and management – easy-to-use browser-based interface.

- Open architecture for flexible integration – leveraging legacy systems & databases.

- Minimal up-front investment required – rapid deployment, low capex & low TCO.