storm® CONTACT™

Europe's leading cloud contact centre solution

CONTENTGURU

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storm®

The contact centre is going through its most important change in almost thirty years. Driven by rapid advances in digital technology, the ways in which customers engage with both enterprise and governments have moved on a long way from the 9-5 Monday to Friday call centre.

Today we expect rapid, easy-to-use, highly-accurate customer service, which means offering anytime, anywhere, any-channel, any-device communication that links customers and citizens to data-rich environments that are both automated and people-assisted.

During 2017 and 2018, enhanced customer engagement through cloud contact centres will provide earlier adopters with a strong competitive advantage and beyond that will be the norm, with latecomers struggling to survive.

The European marketplace has led the way in the adoption of cloud contact centres, with highly successful deployments starting ten years ago. During the last two years the global adoption of cloud has started to take off, with small to mid-sized contact centres (up to 250 seats) the main users, predominantly using voice. The next wave of change has started with larger contact centres (thousands and tens of thousands of seats) migrating to the cloud and utilising digital channels such as email, SMS, social media and chat in addition to voice.

Over the past decade we are delighted to have become Europe's leading cloud contact centre provider, with our **storm**® platform supporting nearly a thousand large enterprises. No other vendor works to the scale of **storm**, with organisations running multi-thousand seat deployments for mission-critical applications in sectors such as financial services, utilities and public sector. **storm's** scale, together with its powerful integration connects to hundreds of third-party applications such as CRM and WFM, fully integrated multi-channel communications capabilities and five-nines availability makes it the game-changer in the space.

We're excited to bring the power of **storm** to the contact centre marketplace and look forward to helping you transition smoothly into the cloud.

Sean Taylor, Global CEO, Content Guru

Key Facts

Multi-award winning capabilities

2015 UK IT INDUSTRY AWARDS computing WINNER
Cloud Provider of the Year

2016 UK IT INDUSTRY AWARDS computing WINNER
Best Use of Cloud Services

UKcloud AWARDS2017 ★ WINNER
Best Digital Transformation

IT EUROPA EUROPEAN IT & SOFTWARE EXCELLENCE AWARDS 2017 WINNER
Best Vertical Market Solution

THE QUEEN'S AWARDS FOR ENTERPRISE: INNOVATION 2016

Virtually unlimited scalability

Europe's largest platform, scalable to meet and exceed the demands of the world's largest contact centres; mass scale deployment across all channels

Mission-critical reliability

Robust platform delivering 99.999% ("five nines") availability; vital services deployed in government, healthcare, utilities and travel

Functional depth and integrations

Integration with hundreds of applications such as CRM, WFM and logistics. Fully-integrated communications through channels such as social media, SMS, email, web chat, web, voice and video.

Differentiators

Omni-Channel

storm offers a single, blended queue across every channel of communication, enabling true omni-channel service delivery and complete end-to-end customer journeys. Customisable real-time and historical reporting provides full visibility over all interactions, and routing plans can be adjusted rapidly through an intuitive graphical service management tool.

Integration

storm is designed to open standards, and can integrate with any third-party system, application or database. There are currently hundreds of integrations live on **storm**, with a variety of platforms from mainstream CRM (e.g. Salesforce and Microsoft Dynamics), UC (e.g. Skype for Business and legacy Lync deployments) WFM (e.g. Verint and Teleopti) through to bespoke integration work with proprietary databases and systems such as secure electricity network monitoring (which feeds through live information on power status into utility contact centres).

SLA Services

Many **storm** clients operate large contact centres in mission-critical environments, such as the National Health Service (NHS) in healthcare, TUI Group in Travel, as well as numerous utilities and government organisations. The platform's default Service Level Agreement (SLA) defines 99.999% ("five nines") availability as standard, ensuring that these vital services can depend on the **storm** cloud. Architecturally, **storm** is multi-sited in a highly-resilient configuration, and is embedded directly within carrier networks to ensure that there is no single point of failure across either hardware or networking.

The underlying hardware and software is completely proprietary and has been continually developed and refined for over two decades.

Agility and Innovation

As a true cloud platform, all technology is already live and available on **storm**. Research and Development (R&D) is a core part of Redwood's business, and new innovations are continually rolled out to ensure that customers can access the latest technologies – and future-proof their contact and customer engagement strategies. With the ability to deploy all services within a single agent browser (and no need for physical infrastructure), rollout times event of large and complex solutions are very rapid.

Multiple live video streams and desktop sharing via WebRTC integration in a single agent desktop

Redwood Technologies demonstrated the first integration of WebRTC technology with contact centre capabilities, a feature which has been continually developed to include multi-party video chat and advanced collaboration (see right within the Desktop Task Assistant agent interface).

Scalability

Redwood Technologies was early-to-market with cloud contact centre capabilities through **storm** and the platform has been continually refined and expanded for over a decade, giving it an enormous capacity. During large-scale incidents, the platform seamlessly scales to handle any concurrent volume for every client on the platform at the same time. The graph on the right illustrates the impact of two events to hit the UK, Spike 1 and Spike 2, on a single provider. **storm** scaled on-demand to handle enormous spikes in usage, connecting customers to the information they needed and automating 93% of these enquiries.

780000	Spike 2
140000	Spike 1
6000	Regular Day

Contact centre contacts for a single provider
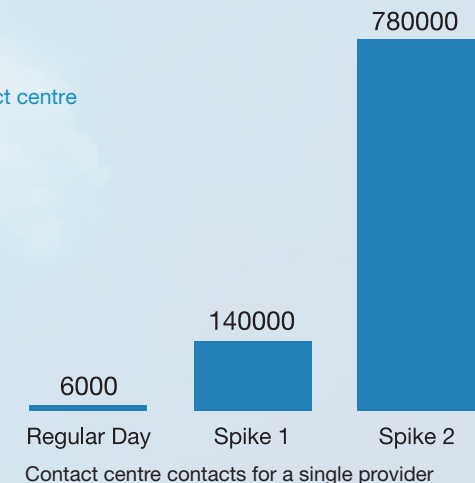
Solution trusted by

World's fifth-largest employer

storm delivers multi-award-winning scalable, intelligent patient routing across NHS London

"The **storm** platform delivers an amazing set of capabilities which have transformed the way NHS 111 operates. We're really excited to implement further capabilities through **storm** as we go forward, and the platform will be instrumental in realising our digitalisation objectives. Most importantly, however, is that we're able to substantially improve the experience of Londoners calling NHS 111 and the outcomes of our patients, ensuring that they get through to the care and support they need, when they need it, first time."

Eileen Sutton, Head of Urgent and Emergency Care Programme (111 and Integrated Urgent Care)
Healthy London Partnership and NHS England London Region

World's largest security provider

storm enables secure automation of cash ordering system

"As the world's biggest security brand, it's critical to G4S' operations that it continually optimises its processes, since any leak of confidential information could put large sums of money, and even lives, at risk. However, such a massive business also needs to operate efficiently. **storm**'s three-phased solution gave G4S the flexibility to migrate to a cloud model for cash ordering. Its carrier-grade data centres and ISO27001 and PCI accredited operations mean we can be comfortable allowing the platform to interface securely with our own systems, eliminating human error and accelerating the entire process."

Michael McDermott, IT Project Manager, G4S Cash Solutions

World market leader in 'Quality of Life' services

storm provides scalable, virtualised, unified contact centre capabilities

"The **storm** Cloud Contact Centre helps us to improve our employee and customer experience and ensures that we can maintain and continue to deliver the high standards that our customers expect. With **storm's** ability to scale to handle any demand across all geographies, our agents are now able to handle customer interactions more effectively, wherever they come from and in whatever volume. Since deployment we have already cut our volume of dropped calls by two-thirds, and we are excited for the possibilities of **storm** as we go forward."

Leroy Zebeda, Customer Service Desk Manager at Sodexo

World's largest flower ordering service

storm delivers scalable, multi-channel contact routing

"As a global delivery network of florists and customers, communications are key to getting orders delivered accurately and punctually. With **storm** we're delivering better access to customers and florists and improving efficiency in our contact centre. Our Florist Priority Line, for example, connects florists to agents with accurate order information, while smart routing enables us to send many customers' calls directly to the florists handling their orders. **storm** helps us deliver superior customer experience and improve operational performance – 75% of online orders are delivered same-day within 4 to 5 hours. We now have additional **storm** modules on our roadmap as we look to unify all our communications on a centralised **storm** Cloud Contact Centre."

Leon Siepman, ICT Manager, Fleurop Interflora

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