

STORM[®]

GETS MORE RESULTS FROM YOUR CUSTOMER CONTACTS

PROPOSITION SUMMARY

“A STRONG RANGE OF PRODUCTS – ALL LAUNCHED, ALL PROVEN, ALL BASED ON FORWARD-LOOKING TECHNOLOGY.”

CURRENT ANALYSIS

WHY CHOOSE STORM?

- **AN INTEGRATED MULTIMEDIA PLATFORM THAT REACHES ALL YOUR CUSTOMER CONTACTS IN THE WAY THEY PREFER**
- **BE PROACTIVE AND RESPOND FASTER, WITH PERSONALISED MESSAGES THAT DRIVE SALES AND INCREASE RETENTION**
- **SAVE MONEY - NO EXTRA CONTACT CENTRE AGENTS OR POSTAGE COSTS**
- **ABLE TO HANDLE MILLIONS OF INTERACTIVE COMMUNICATIONS, EVERY DAY.**

HOW STORM WORKS

Hosted by Cable&Wireless Worldwide, STORM is Europe's largest multimedia, interactive communications platform. It's fully compatible with a range of customer communication media, including voice, SMS, MMS, email, Interactive Voice Response (IVR) and Automatic Speech Recognition (ASR). Although you can use each medium separately, STORM allows you to combine them to create much more compelling communications.

STORM unites all your inbound and outbound contact channels into a single, fully integrated system linked to your databases. Fully resilient with built-in redundancy, it's supported by our extensive network and interconnection agreements, giving you reliable access to millions of customers worldwide. A simple web interface provides comprehensive reporting and easy control.

KEY FEATURES AND BENEFITS

- More coordinated use of communications channels reduces call centre, print and post costs.
- Better service levels and highly targeted personalised communications stand out and build customer loyalty.
- Allows customers to choose how they contact you, and you them.
- Handles large volumes of messages using: inbound and outbound voice, SMS, predictive diallers, web, email, fax, TV red button, Interactive Voice Response (IVR), Automatic Speech Recognition (ASR).
- Easily monitor and manage all transactions, and measure your customer communications against results to prove ROI.

WHAT OUR CUSTOMERS SAY

“**Rightmove delivers thousands of leads to UK estate agents every day, and in the current climate, it's essential every lead is easy to monitor and none are missed. Giving our estate agents access to useful features like these makes life much simpler, for them and their potential customers.**”

MILES SHIPSIDE,
COMMERCIAL DIRECTOR, RIGHTMOVE.CO.UK

Cable&Wireless
Worldwide

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SUPPORT

- **Dependable delivery:** a fully hosted, highly resilient solution with huge capacity – using the biggest multimedia interactive communications platform in Europe.
- **Rapid implementation:** we help you implement your existing databases so you can quickly maximise STORM's potential, and add extra communication channels easily.
- **Visibility:** easy-to-use, configurable web interface shows you results in real time and lets you make instant changes.
- **Cost effective:** flexible, transaction-based pricing.

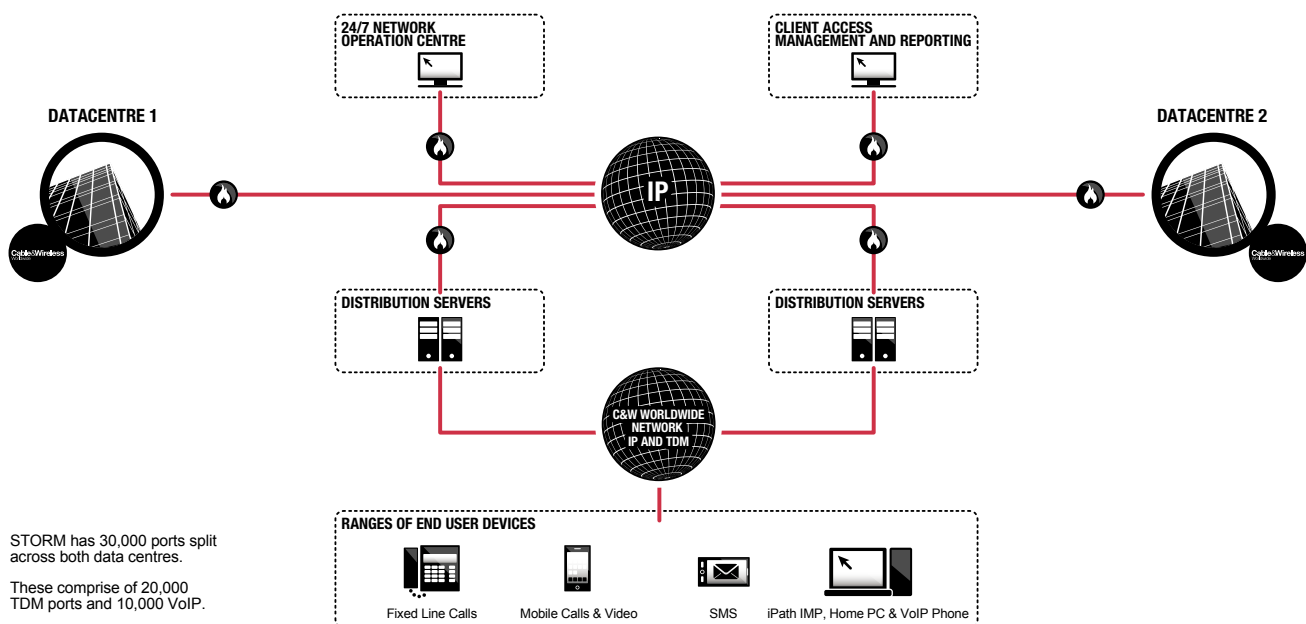
PRICING STRUCTURE

There is minimal capital investment required to set up STORM, and once running services are charged on a Pay-As-You-Use basis.

PRODUCT EVOLUTION/ROADMAP

Over the next 12 months, we will be adding services for call recording, IP Contact Centre and IP Centrex.

HOW STORM WORKS



For more on how you can enjoy the versatile, business-building potential of STORM, please contact us:

CALL: 0800 092 5825
EMAIL: cwsalesenquiries@cw.com

Cable&Wireless
Worldwide