

STORM[®]

A NEW

WAY OF

WORKING

Cable&Wireless
Worldwide



START A REVOLUTION

REFORM YOUR CUSTOMER CONTACT FOR GOOD

In the face of profound changes to the world in which we do business, organisations in all sectors are fighting to stand out in an increasingly competitive marketplace and drive more value from their customer relationships.

Your customers have so many different ways of communicating with you, it is almost impossible to manage each individual relationship effectively and consistently. They may connect via your website on one day, from a mobile the next day, and via email the day after that. They also have access to Twitter, social networking sites like Facebook, and a growing tangle of other channels.

The first challenge for you is to make sure they get the same personalised experience no matter how they communicate with you, and to track and log every contact efficiently. The second challenge is to find the most effective channel when contacting them.

But they're not your only challenges. At the same time you would like to reduce the cost of customer contact – by lowering the number of calls into your contact centres, reducing print and postage costs and managing multiple communications channels with just a single team.

Standing out from your competitors is difficult with communications solutions on offer today. The lack of integration between communication mediums impacts flexibility and responsiveness, making the gathering of detailed customer information a real challenge. But an innovative solution from Cable&Wireless Worldwide changes all that – and gives you the means to completely transform the way you communicate.

SO WHAT CAN STORM® DO TO REVOLUTIONISE YOUR BUSINESS?

STORM® replaces the need for complex, bespoke integration of communication channels and customer databases with one seamless platform. And with a single system, you no longer need to allocate time and resource to swapping between different technologies, no matter what method of interaction your campaign is using.

HOW IT WORKS

Some businesses already have the means to send out different types of communications, such as SMS or multimedia messages, but these are often standalone capabilities and it can be difficult to link them together for a joined-up customer experience – particularly if they're all provided by different suppliers. This is where STORM® is unique.

STORM® takes every one of your inbound and outbound contact channels, and brings them together into a single, fully integrated system that links into your databases. As the biggest platform of its kind in Europe, it has the functionality and scale to personalise and tailor your communications for every single recipient and give your customers individual choice over how they want to be contacted, even if you're handling huge volumes over very short time periods.

We'll work with you to integrate your existing databases into STORM® so you can quickly maximise its potential. As the solution offers a range of pre-defined elements based on a standard platform, the integration process could be completed in a matter of days – and when you're ready to introduce a new method of communication, the solution can easily incorporate it. Combined with an easy-to-use web interface and flexible transaction-based pricing, this means that unleashing the power of STORM® is simple and cost-effective.

- Voice over IP
- SMS
- MMS (such as video to mobile)
- Mobile and fixed line Internet
- Mobile and fixed line voice
- Email
- Fax
- TV red button

THE STORM® APPROACH

When a customer's magazine subscription is due for renewal, STORM® sends out a text message reminder to the customer because that's his preferred contact option (and using this kind of channel is much more cost-effective than the post). The message has a link to a promotional video talking about the compelling new features planned for the year, and a button that allows the customer to renew his subscription using a variety of payment methods – all of which STORM® can handle.

As soon as the payment is processed via STORM®, the customer receives an automated confirmation and receipt by email (after which, the success of the renewal and customer retention campaign is tracked through powerful and informative reports). If the customer calls the service team to order a sister publication, the system will identify him and display his full history instantly. This holistic approach helps to make the customer feel valued and strengthens loyalty.



**CUT COSTS
OR MAINTAIN
CUSTOMER
EXPERIENCE?
NOW YOU
CAN DO BOTH**

STORM. A NEW WAY OF WORKING
Cable & Wireless
Worldwide

HIGH-MAINTENANCE CUSTOMERS?

REDUCE YOUR CONTACT CENTRE COSTS AND INCREASE SERVICE LEVELS

At a time when your budgets are stretched to breaking point, how can you cut the expense of servicing customers while maintaining a market leading customer experience?

Providing high levels of customer service where inbound call volumes fluctuate dramatically can be a challenge. Traditionally across the private and public sectors, contact centres have dealt with this issue by taking on additional agents but this is a costly solution. By allowing you to proactively communicate with your customers before they pick up the phone, STORM® offers an innovative new way of tackling this issue.

For example, if there's a problem with the service you provide, you can use STORM® to automatically identify which customers are affected and let them know the situation – dramatically reducing the number of incoming calls. At the same time you can intelligently filter calls from any affected customers that do ring in, and direct them to recorded service updates (see the case study on the opposite page).

In this way, STORM® allows you to get more value from your contact centre resources – even during call peaks – without needing to employ extra staff, or having to drop service levels.

GIVE YOUR ORGANISATION A SHAKE-UP. TAKE THE EXPENSE OUT OF YOUR COMMUNICATIONS, WITHOUT LETTING YOUR CUSTOMERS DOWN.

CASE STUDY: EASING THE EFFECT OF OUTAGES

The challenge

One of the UK's biggest energy suppliers needed a way to stop its call centres being overwhelmed by customer enquiries during power outages.

The solution

STORM® allows the supplier to send out updates to affected customers using SMS messages, so they're proactively given information on outages without having to call the company. Customers that do telephone can be identified by their phone numbers and played automated service update messages, saving valuable call agent time.

STORM® lets the company deal with losses of service in a much more efficient way. Its customers are happier because they feel more informed, so the supplier's call centres aren't swamped and it is able to keep customer response levels up to a high standard.

STORM® IN ACTION

Here are just some of the ways STORM® can help you get better value from your communications:

- Keeping customers updated during loss of service
- Giving citizens vital instructions during emergencies such as flood or weather warnings, and managing calls into information helplines
- Proactively informing parents and pupils about school closures and exam results
- Enabling MPs to remind their constituents to vote during elections

“RIGHTMOVE USES STORM® TO DELIVER THOUSANDS OF LEADS TO UK ESTATE AGENTS EVERY DAY, AND IN THE CURRENT CLIMATE, IT IS ESSENTIAL THAT EVERY LEAD IS EASY TO MONITOR AND NONE ARE MISSED.”

MILES SHIPSIDE, COMMERCIAL DIRECTOR, RIGHTMOVE.CO.UK



**NEED TO
BEAT THE
COMPETITION?
GET YOUR
CUSTOMERS'
ATTENTION**

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RIGHT ON TARGET

BOOSTING YOUR SALES IN A COMPETITIVE MARKETPLACE

Good sales campaigns are based on detailed customer insight, being able to incorporate that insight into a campaign makes it great. STORM® allows you to do just that, letting you treat customers as individuals and maximising sales opportunities.

STORM® provides you with a powerful view of your customers' behaviour - how they respond to your communications, what their preferences are. With highly configurable reporting, you can see details of your customer contact history instantly, no matter what kind of information you need.

With a straightforward web interface, STORM® gives you complete visibility of your campaign results in real time and the ability to react and make changes to your marketing activities on the spot, through one simple system, without the time-lag or disparate ownership issues that are associated with traditional marketing models.

STORM® offers the insight you need, and the capacity to transform your sales campaigns.

FOR THE INDIVIDUAL

By offering a single view of all of your customer contact alongside the information in your databases and CRM systems, STORM® allows you to profile your customers in much more sophisticated and detailed ways.

It's also simple and fast to send out individual, tailored messages, without complicated and time-consuming configuration (see 'Personalising Sales', right) and by personalising communications according to each recipient's profile and the way they choose to be contacted, you'll see a greater impact and an increase in responses.

FOR THE IMPULSIVE

Imagine sending your customer a communication about a product you've just launched. Because she's chosen to receive MMS as her preferred method of contact, the message includes a video demonstrating how easy the product is to use and a mobile web link. From this she can access further information, locate a stockist or order the product instantly, all through her mobile phone.

No matter where the customer is, she can react to the message instantly, rather than having to remember to do so when she gets home. Which will have a positive impact on your response rates and your revenue.

FOR THE MASSES

Achieving highly personalised communications simultaneously across many media channels is challenging enough even without attempting it on any kind of scale - but that's exactly what STORM® does. Its streamlined, automated service allows you to create targeted communications for any number of prospective customers. It also provides an easy way for recipients to reply and enables seamless inbound communication when linked into your contact centre. And by automatically tracking and recording customer communications and responses, measuring ROI and justifying spend is made so much easier.

CASE STUDY: DOING MORE FOR CUSTOMERS

The challenge

A leading online retailer of train tickets needed to offer added value to fight off the competition and hold on to its customers.

The solution

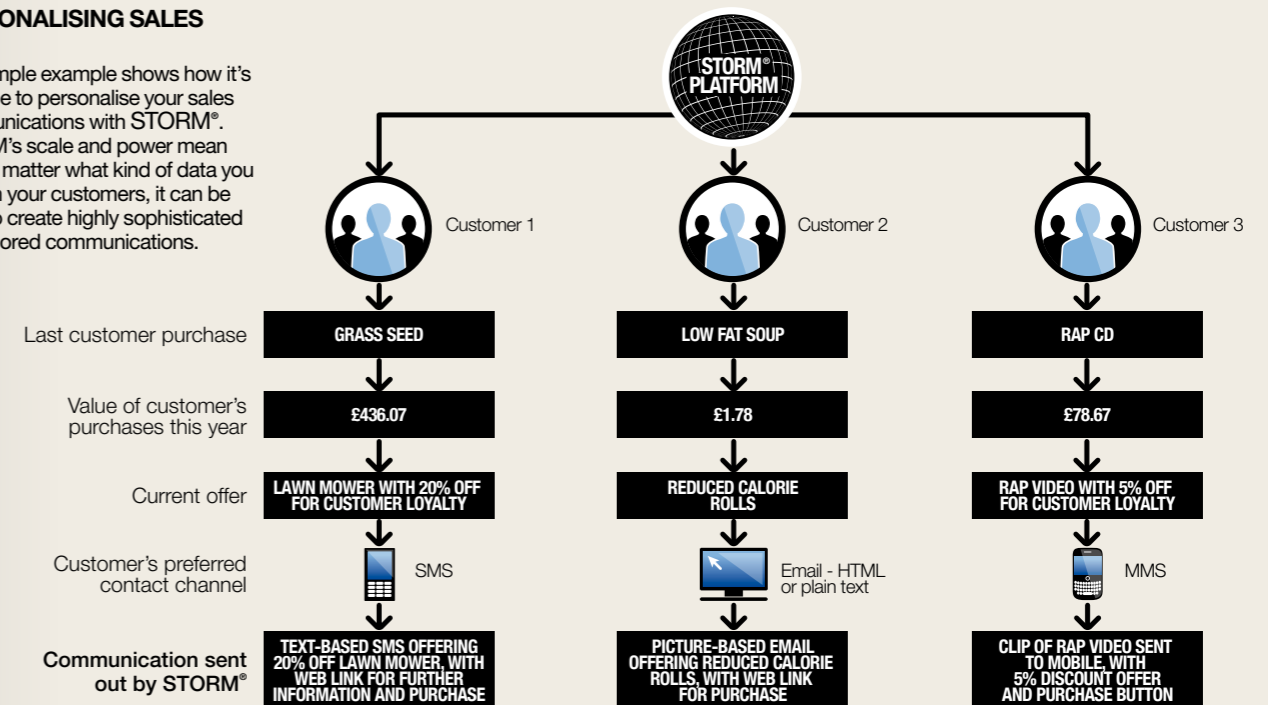
With STORM®, the retailer can send text messages to registered customers providing valuable travel information such as service delays or changes, making their journey easier and saving them time. Customers can also send a text when approaching a station to receive a list of local taxi companies.

STORM® allows the company to differentiate itself by giving its customers something extra, simply and inexpensively. This has helped the retailer increase its customer retention by 20%, and drive added revenue and improved profits.

STORM® GETS YOU NOTICED BY THE PEOPLE WHO MATTER - YOUR CUSTOMERS.

PERSONALISING SALES

This simple example shows how it's possible to personalise your sales communications with STORM®. STORM's scale and power mean that no matter what kind of data you hold on your customers, it can be used to create highly sophisticated and tailored communications.



**WANT TO
GROW YOUR
BUSINESS?
GET MORE
FROM YOUR
CUSTOMER
RELATIONSHIPS**

STORING A NEW WAY OF WORKING
Cable & Wireless
Worldwide



YOUR CUSTOMERS YOUR LIFEBLOOD

**GIVE YOUR CUSTOMERS CHOICE, CONTROL, PERSONAL SERVICE
AND KEEP THEM FOR LIFE**

Why go through the expensive task of acquiring new customers when you can keep the ones you already have and get them to spend more?

Customer satisfaction is the first stage in developing a stronger customer relationship so you can differentiate yourself and move customers from satisfied to loyal. By keeping in regular contact with your customers, and giving them control over the way you contact them, gives you the opportunity to maximise their lifetime value.

PERSONAL SERVICE, MASS MARKET
Being able to treat your customers as individuals is a real competitive differentiator. Proactive service alerts provide customers with the reassurance that action is being taken and that they're important to you. That could be anything from an update about an appointment or delivery time, to the progress of an application – so they stay longer and spend more.

CUSTOMER CHOICE

STORM® also gives you the multi-channel options to allow your customers choice over their interactions with you. This personalised communication strengthens your service offering helping you to get much more from each relationship.

**WITH STORM® YOU CAN
MOVE FROM THE TYPE
OF CONTACT YOU'RE
RESTRICTED TO HAVING,
TO COMMUNICATION
THAT BUILDS STRONG,
PROFITABLE
RELATIONSHIPS.**

GREATER VALUE

Ultimately the only true measure of loyalty is the depth of the relationship you have with your customers. By offering personalised, differentiated communication with STORM® you can improve your service and build loyalty to grow lifetime value.

STORM® IN ACTION

Here are just some of the ways STORM® can help you stand out from the competition:

- Personalised, targeted sales and marketing
- Detailed tracking and ad hoc adjustments of campaigns
- Customer profiling and segmentation on a mass scale
- Develop complex cross and up-sell models
- Dealing with product recalls

CASE STUDY: RIGHTMOVE – MAKING PROPERTY SALES SIMPLER

The challenge

Rightmove.co.uk, the UK's most visited property website, wanted to install the latest technology so that its member agents could monitor their call leads more easily and quickly.

The solution

By using STORM®, all calls from end customers are automatically routed to the relevant estate agent. The agents also receive emails when they've missed a call, to help them provide Rightmove users with the highest level of customer service.

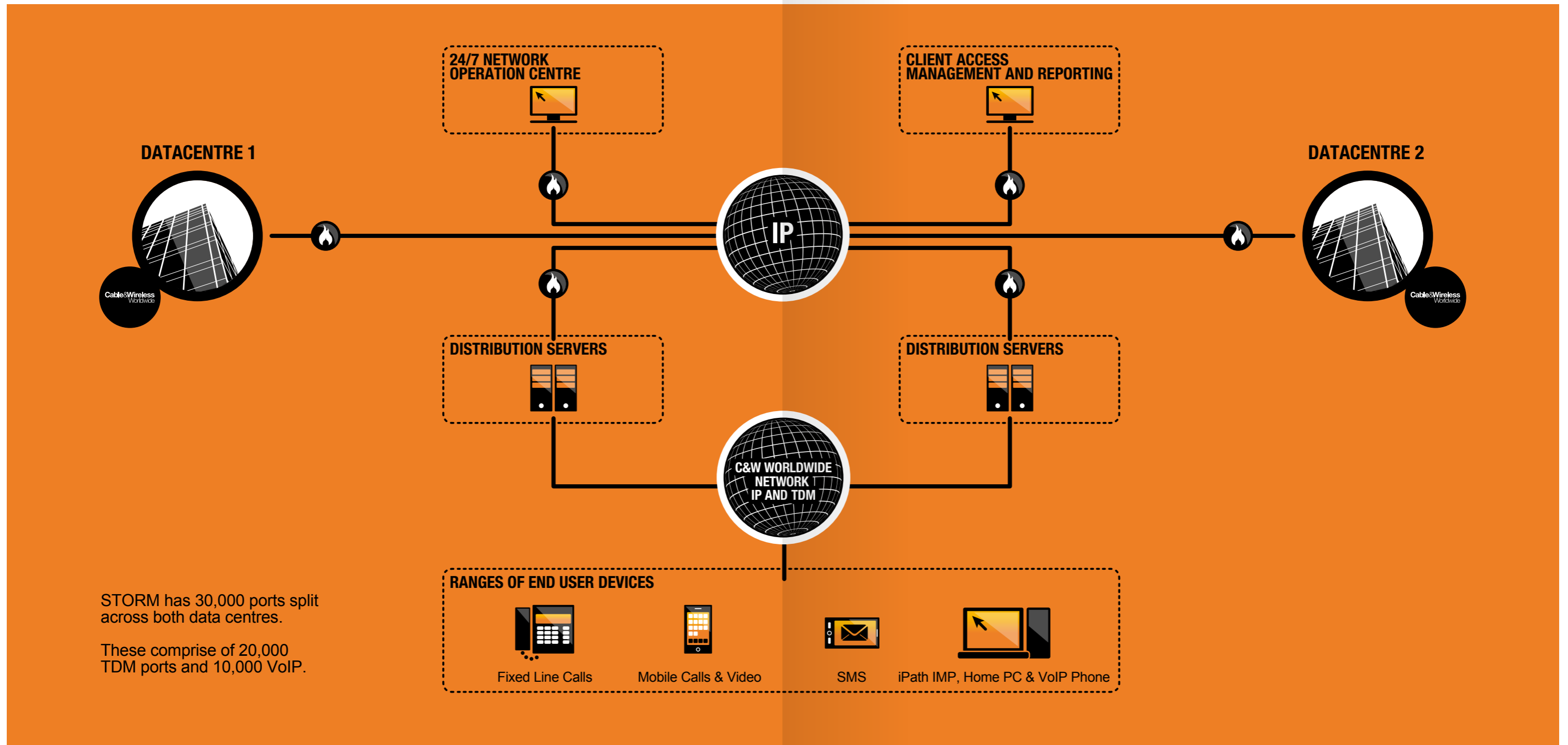
"Rightmove delivers thousands of leads to UK estate agents every day, and in the current climate, it is essential that every lead is easy to monitor and none are missed," comments Miles Shipside, Commercial Director at Rightmove. "This new feature is just one of the valuable tracking tools that we offer our members. By giving our estate agents access to useful features like these we're making life much simpler, both for them and their potential customers."

NUTS AND BOLTS



STORM® is based on Europe's largest multi-media contact platform, and is fully integrated into Cable&Wireless Worldwide's next generation network (MSP). The platform is highly resilient and offers high capacity for flexible traffic volumes with full geographic redundancy.

Using the Cable&Wireless Worldwide's network, end users can be contacted using a variety of media from voice to video. Web-based interfaces enable simple campaign set-up & tracking through the management reporting capability.



STORM has 30,000 ports split across both data centres.

These comprise of 20,000 TDM ports and 10,000 VoIP.

RANGES OF END USER DEVICES



Fixed Line Calls



Mobile Calls & Video



SMS



iPath IMP, Home PC & VoIP Phone



STORM
REVOLUTIONISING
THE WAY YOU
COMMUNICATE

STORM. A NEW WAY OF WORKING
Cable & Wireless
Worldwide

GET IN TOUCH

**HERE ARE OUR CONTACT DETAILS
WE'D BE HAPPY TO GIVE
YOU A DEMONSTRATION**

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