

# STORM<sup>®</sup> IVR CALL HANDLING AND ROUTING

Streamline your business processes by routing customer calls quickly to the right agent or automated service.

## WHY CHOOSE STORM IVR?

- Customer experience improved during peak traffic periods
- Reduce call waiting times
- Faster call completion times
- Customers hear a variety of informative tailored messages while they wait
- Add new sophisticated menu options and self service functionality to your call centre
- Company image enhanced
- Europe's largest mass interaction platform.

## HOW STORM IVR WORKS

STORM uses intelligent IVR technology to route high volumes of calls to agents. The sophisticated speech recognition and voice response capabilities mean that customers do not have to listen to music on hold or "your call is important". Instead STORM allows customers to access many of the services they need automatically – from obtaining their account balance, to making a secure payment system. If you are a large enterprise organisation, with multiple departments split across multiple locations and sites, you can utilise IVR call routing menu options to help your customers find the right department and person. STORM can help with out-of-hours business cover - routing urgent calls to pagers, mobile phones, or emergency services.

## WHAT THE INDUSTRY EXPERTS SAY

“A strong range of products – all launched, all proven, all based on forward-looking technology.”

CURRENT ANALYSIS

## KEY FEATURES AND BENEFITS

STORM IVR call routing presents callers with a menu of self service options and pre-recorded information for frequently asked questions, helping agents to focus on more complex customer issues.

- Pre-recorded voice messages
- IVR menu options
- Automated speech recognition
- Set different call routing options for day, time and out of hours.

## WHAT OUR CUSTOMERS SAY

“We use the STORM service to route millions of calls to contact centres around the world, giving us the ability to improve our customer service hour by hour.”

ALASTAIR PAGE  
OPERATIONS MANAGER, NATIONAL RAIL ENQUIRIES

## SERVICES TO COMPLEMENT THIS PRODUCT

We have developed a suite of services to complement your new STORM service:

- Solution design document
- Training
- 24/7 Emergency helpdesk
- Proactive service monitoring
- Web metrics reports and statistics
- Professional Services – consultative technical guidance and expertise.

## PRICING STRUCTURE

Service Component	Pricing
Hosting fee	Per month

Usage fee: IVR and voice minutes	Per month
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Optional Components	Pricing
Training fee	Priced on a per project basis

Bespoke technical IT system integration work	Priced on a per project basis
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Bespoke design work to the customer STORM web portal	Priced on a per project basis
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## STORM CATALOGUE

The STORM services can be purchased individually or combined together into one integrated package.

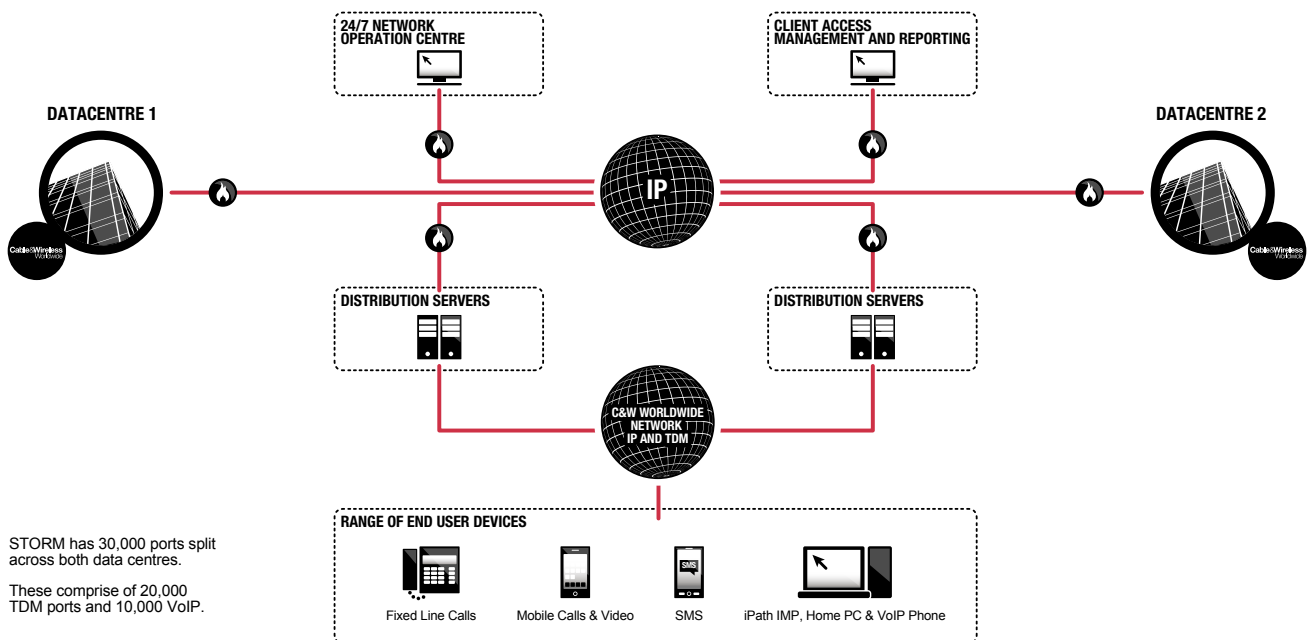
Please contact your Cable&Wireless Worldwide account manager for individual information sheets which describe each of the different STORM services available:

## STORM SERVICES

Inbound	Outbound
STORM IVR Call Handling and Routing	STORM Appointment Confirmation
STORM Rapid Customer Recognition	STORM Multi-channel Mass Broadcasting
STORM Secure Payment System	STORM Disaster Recovery

## HOW STORM WORKS

STORM has the capacity to transmit simultaneously thousands of phone calls, SMS text messages, emails and pre-recorded voice messages.



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

Call: 0800 092 5825  
Email: [cwsalesenquiries@cw.com](mailto:cwsalesenquiries@cw.com)

Cable&Wireless  
Worldwide