

# STORM<sup>®</sup> MULTI-CHANNEL MASS BROADCASTING

Helping to build stronger customer relationships and reduce communications costs by broadcasting automated messages to customers.

## WHY CHOOSE STORM BROADCASTING?

- Reduce costs
- Increase the frequency and volume of customer communications
- Personalise your communications
- Speak to customers using their preferred channel
- Target your audience with the right message at the right time
- Accelerate and streamline business processes
- Quick to set-up and deploy
- No technical expertise required.

## HOW STORM BROADCASTING WORKS

Access the STORM platform online or by phone to set-up your message. Upload a list of recipients, or choose from a pre-configured directory of customers.

## WHAT OUR CUSTOMERS SAY

““ The ScottishPower emergency call centre helps customers whenever there is a sudden loss in service. Resolving issues is absolutely time-critical. We use STORM to deliver real time messages to customers. It can mean the difference between a satisfied customer and a complaining one. ””

NICOLA STEWART  
PROCESS IMPROVEMENT MANAGER, SCOTTISHPOWER

## KEY FEATURES AND BENEFITS

- Individual unique STORM login ID's and passwords
- Voice recording, playback and archive storage
- Fully resilient with built-in redundancy
- A simple web interface provides comprehensive management metrics and reporting
- Fully managed software-as-a-service (SaaS)
- Blended communications including telephone, email, web, chat, SMS and traditional print.

## SERVICES TO COMPLEMENT THIS PRODUCT

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

- Proactive Service Monitoring
- Web Metrics Reports and Statistics
- Technical Guidance and Expertise.

## WHAT THE INDUSTRY EXPERTS SAY

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

CURRENT ANALYSIS

## PRICING STRUCTURE

Service Component	Pricing
Hosting fee	Per month
Usage fee: SMS, MMS, email and voice minutes (outbound and inbound)	Per month
Optional Components	Pricing
Training fee	Priced on a per project basis
Bespoke technical IT system integration work	Priced on a per project basis
Bespoke design work to the customer STORM web portal	Priced on a per project basis

## STORM CATALOGUE

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

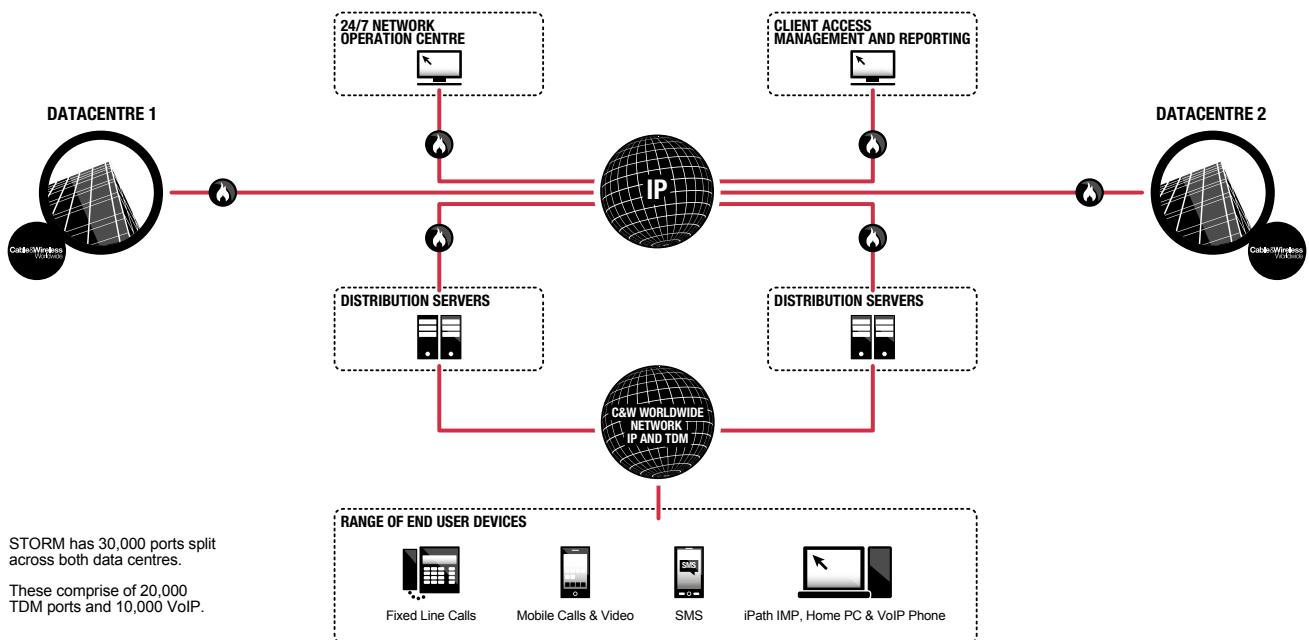
Please contact your Cable&Wireless Worldwide account manager for individual information sheets which describe each of the different STORM services available:

## 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