

# storm® CONTACT™

Simple and effective omnichannel communications



## KEY FEATURES

- CONTACT matches enquiries to the best available agent, every time, across voice, SMS, email, web, instant messaging, social media, and more, through iACD® (Intelligent Automated Contact Distribution)
- Intelligent algorithms, leveraging principles such as Mediated Interaction Matching (MIM), calculate routing based on factors such as personality and skill level to optimise contact centre effectiveness
- The Desktop Task Assistant (DTA®) provides a single unified interface for every channel, optimising agent efficiency and enabling truly flexible working
- Integration with 3rd-party systems, including CRM, provides agents with the necessary information to provide consistent cross-channel customer service
- Integration with secure payment systems, as well as management information, allows you to deliver a seamless, highly functional environment



## THE PROBLEM

Customers' expectations of contact centres are rapidly changing. Smart devices and social media have transformed the way that people communicate in their personal lives, and as a result, your customers now expect to be able to contact organisations through a diverse range of channels—at any time and in any volume. At the same time, your increasingly distributed workers demand more flexible working and Bring-Your-Own-Device (BYOD) options.

You cannot afford for your frontline customer communications to fall behind expectations. Equally, however, you cannot afford to invest in multiple, complex systems, or in more employees and training to meet these demands.

How can you realise your multi-channel strategy and transform how you engage with your customers? And how can you do this while maximizing your use of existing resources?



## THE **storm** SOLUTION

**storm** CONTACT™ converges every channel into a single blended queue, delivering each enquiry to the best available agent sequentially. Agents securely access CONTACT from any location on a range of devices, and create the appearance of a unified contact centre in one building—even with a distributed workforce.

Customers interact on their own devices and receive superior service from a more efficient contact centre; they are met by agents with relevant knowledge and skills. Additionally, **storm**'s integration with back-end information systems automatically feeds relevant information through to the agent interface to ensure consistency across all channels, and an enhanced service. Integrated reporting enables you to gain granular insight into all of your operations, and further optimise contact centre performance.

You can also reduce costs by simply layering CONTACT over legacy equipment, and paying on a per-usage basis—furthermore, the solution acts as a mass-scale cloud buffer, automating any volume of enquiries even when all agents are occupied.

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## HOW CONTACT WORKS

- Omni-channel enquiries across voice, SMS, email, social media, and instant messaging (IM) are processed through **storm**
- Matching rules, MIM profiles, and queue groups are rapidly provisioned and customised, or automatically updated based on live data
- The powerful predictive dialler integrates with your CRM or database system to make outbound calls. The dialler can actively predict when your agents will become free, and generate outbound calls just in time
- All interactions are recorded and kept securely in the cloud
- The secure payment system allows agent-assisted or fully automated transactions with no risk of security breaches
- Performance is monitored on a real-time VIEW Dashboard display, while statistical reports are automatically generated on campaign completion
- **storm** integrates with back-end CRM database systems in order to provide agents with the best available information
- Intelligent Automated Contact Distribution (iACD®) uses intelligent and customisable logic in order to connect enquiries and people with the most appropriate agent, according to their skill set, personality, or any other metric

