

Vodafone storm[®]

G-CLOUD15 SERVICE DEFINITION



Together we can
vodafone
business



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1. About Vodafone storm®

Vodafone storm® is the world's first true-cloud Contact Centre as a Service (CCaaS) solution.

storm consists of a set of building blocks that can be deployed in any combination to create a vast array of contact centre and customer experience solutions. Its modularity and flexibility, coupled with the breadth of services and features available, allow **storm** to provide value-added services to any type or size of business.

Vodafone **storm** is delivered through a 20-year partnership with leading UK-based cloud communications provider, Content Guru, who are the only European provider in the Gartner Magic Quadrant for CCaaS.

Vodafone Business hosts our own separate, geo-redundant instance of Content Guru's market-leading **storm** platform in our UK Data Centres, underpinning the Platform's 99.999% SLA.

Vodafone **storm** is then connected directly to Vodafone UK's carrier-grade voice and data services via a dedicated access network for **storm**. This gives a direct Public Telephone Network connection, with no requirement for a SIP Trunk, and enhanced end-to-end quality of service via the Vodafone MPLS Network connectivity.



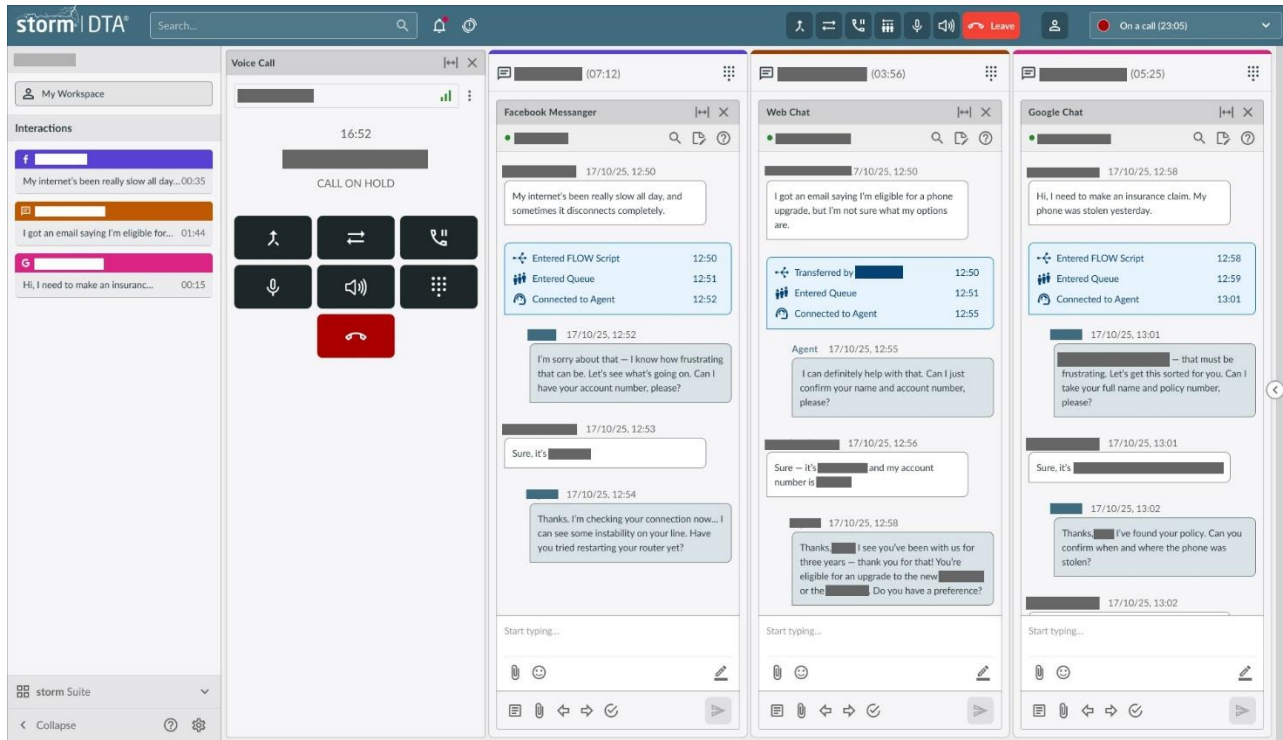
- Ensures data stays in the UK, hosted in geo-redundant Vodafone UK data centres
- Delivers world-class security and compliance, e.g. PCI DSS Level 1, ISO 27001, Cyber Essentials Certified Plus, and more...
- The first and only cloud-based solution servicing 999 calls in the UK
- Services Blue-light, Critical National Infrastructure and Central Government organisations throughout the UK
- Calls reliably handled by our carrier-grade voice network, which processes over 60 billion voice minutes every year
- End-to-end reporting on all contact channels
- Delivers voice, web, email, SMS, and social media enquiries into a single, blended queue
- Certified for Microsoft Teams integration and Compliance Recording
- Unlimited flexibility and scalability, with no maximum or upper limit on:
 - Number of calls in the IVR
 - Number of queues and queue capacity
 - Number of agents
 - Number of licences
- One consistent support service across all Vodafone Business products, through our ITIL-based Tiered Service Support Model ("TSSM").



1.1 Vodafone storm® Service Details

1.2 CONTACT™ CX Platform

Customers and citizens want to connect with you through their preferred channel for a given situation, and reach the right outcome on their first attempt, every time. **storm® CONTACT™** is Vodafone's omni-channel and cloud-based customer experience solution, providing organisations with the tools provide that service.



DTA® (Desktop Task Assistant) offers a single interface, equipped with all the tools agents need, and designed in a way that empowers every agent to service omni-channel interactions with ease.

Agent Channels
Voice
Email
Web Chat
SMS
Facebook
WhatsApp
Work Items
Trustpilot
+ more

Agent Capabilities
Handle any communication from one interface
WebRTC softphone capability
Agent IM
Agent video
CRM screenpops
Wrap codes
Corporate directory
Omni-channel contact history
+ more

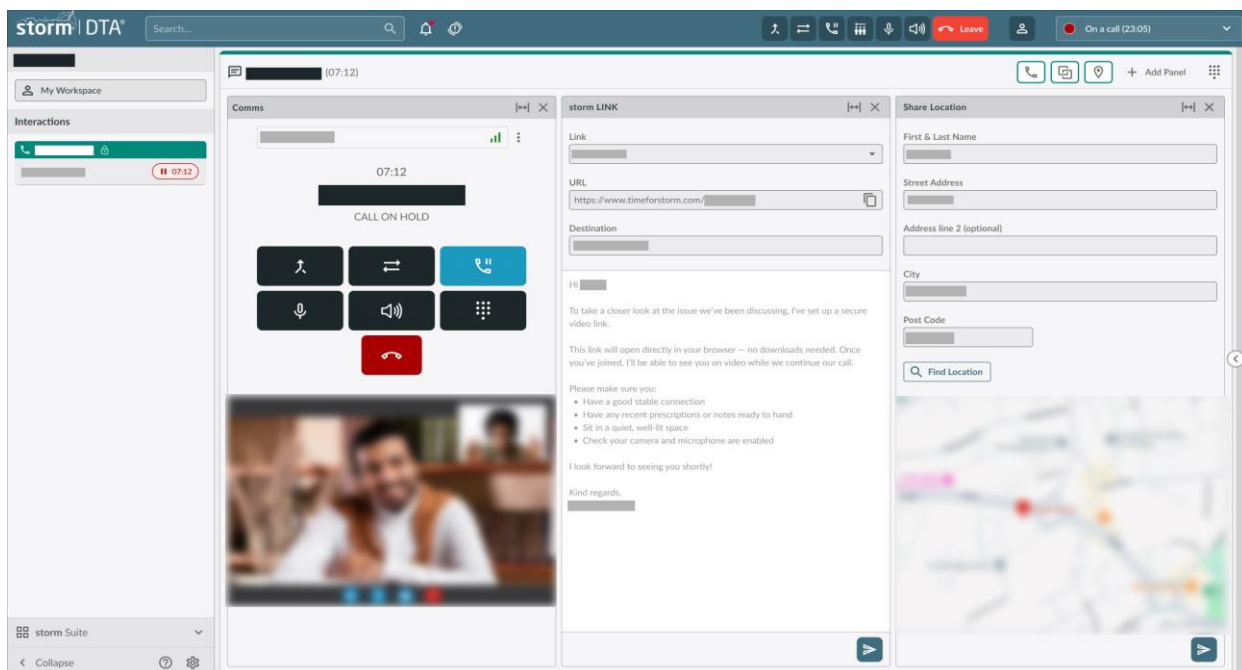


Supervisor Capabilities
All agent capabilities
Listen In, Whisper and Barge In
Authorise text-based communication from agent
Broadcast to agents
Monitor agents
View real-time and historical reports
Threshold alerts
Access to agent recordings
+ more

OUTBOUND™ (Dialler)
Module can be assigned to an Admin or Supervisor user
Preview, progressive, and predictive
Import your data into tables
Create table views to design campaign logic
Create pacing profiles
Create retry profiles
Progress monitoring and detailed reporting
Schedule campaigns
+ more

LOCK™ / PADLOCK™ - PCI Compliant Payments
Automated payments configurable via scripting tool
Agent-assisted payments
Level 1 PCI-DSS compliant
Agent not exposed to sensitive card details
Recordings not exposed to sensitive card details
+ more

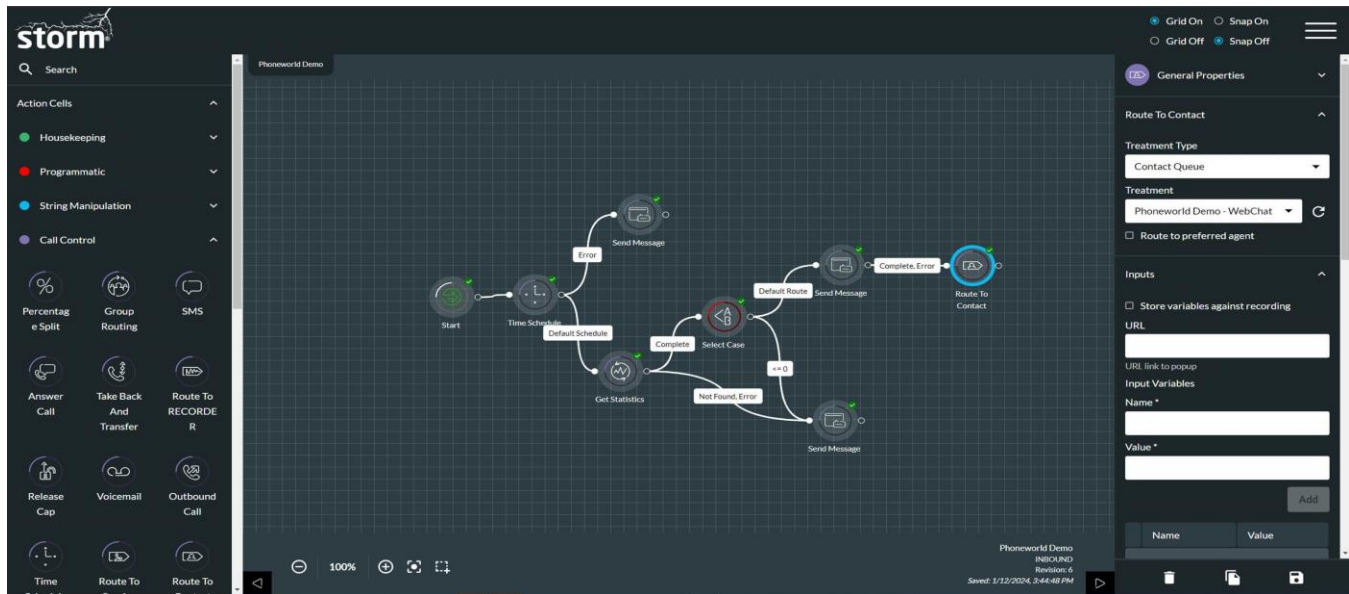
LINK™ On Demand Video
Send an SMS/email link to initiate video
Upload a file/image
Fully integrated with agent interface
No app download required
No scheduling required
+ more





1.3 Administration and Management Information (MI)

Vodafone **storm** is highly customisable, providing administrators with a comprehensive suite of tools to build, maintain and manage personalised Contact Centre and customer experience solutions. This includes powerful no-code customer journey creation (FLOW™), in-depth real-time and historical reporting (VIEW™), omni-channel recording management and archiving (RECORDER™) and a simple to use interface for Team Leaders and Supervisors to manage permitted elements of their own services without the need to engage Admins (CONDUCTOR™).



Admin Capabilities
Number and access point management
Configure disaster recovery scenarios
Configure auto-attendants
Create users and agent groups
Configure user functionality
Create extensions
Create blended queues
Create queue groups
Create wrap codes
Bulk download/upload user profiles
Configure ACD and skills-based routing
+ more

FLOW™ Service Creation Tool
Drag-and-drop service creation tool
Design IVR
Omni-channel scripts
Integrate with other systems to personalise journeys
Nudge callers to alternative channels through SMS links
Capture data in the IVR via DTMF, voice recording or Natural Language Processing (NLP)
Incorporate AI technologies in IVR
Text-to-speech transcription
Time of day scheduling
Customer journey tracking
Building CSAT surveys
+ more



VIEW™ Reporting Module

Assigned to an Admin or Supervisor

Create real-time reports

Create historical reports

Create wallboards

Display data in a variety of graphical formats

Schedule reports via FTP, SFTP and Email

Download & share reports in .CSV and PDF

Create threshold alerts

Pull data from service scripts

+ more

RECORDER™ Contact and Screen Recording Module

Module can be assigned to an Admin or Supervisor user

Agent call recording

Agent screen recording

Automatic recording categorisation

Automatic flagging of recordings

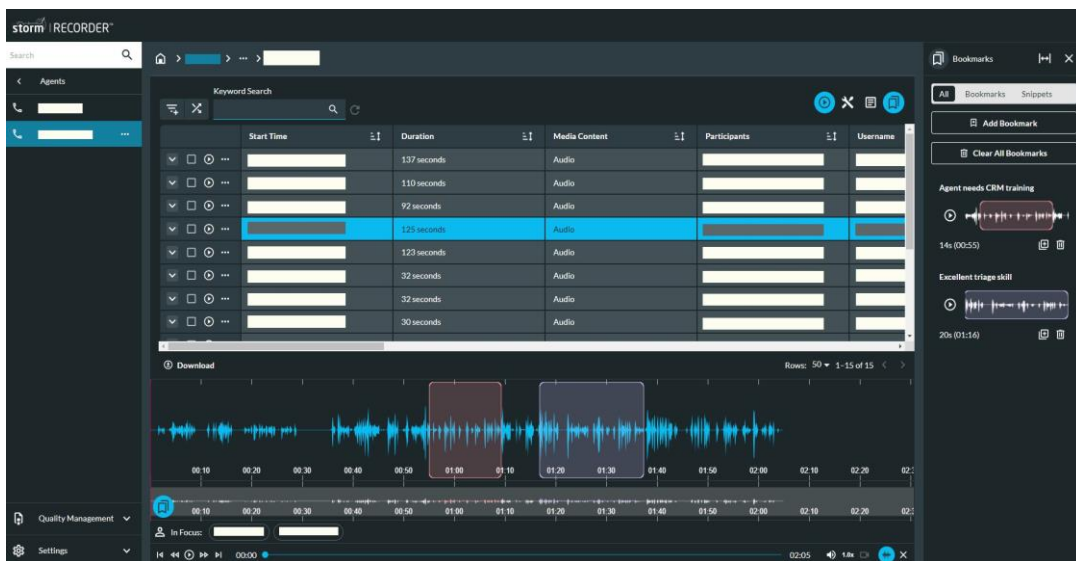
Slow/sped-up playback of recording with pitch equalisation

Stereo recording (separate agent and customer voice channel)

View and bookmark sections of the recording waveform

Transcription

+ more



DATA MANAGEMENT™ Module

- Assigned to an Admin or Supervisor user
- Import bespoke data lists using information from CRM systems and CSV files
- Use imported data for reporting, routing, outbound campaigns, etc.
- Create precise datasets for targeted campaigns
- Capture live outcomes and refine data mid-campaign without disruption
- + more

INTEGRATE™

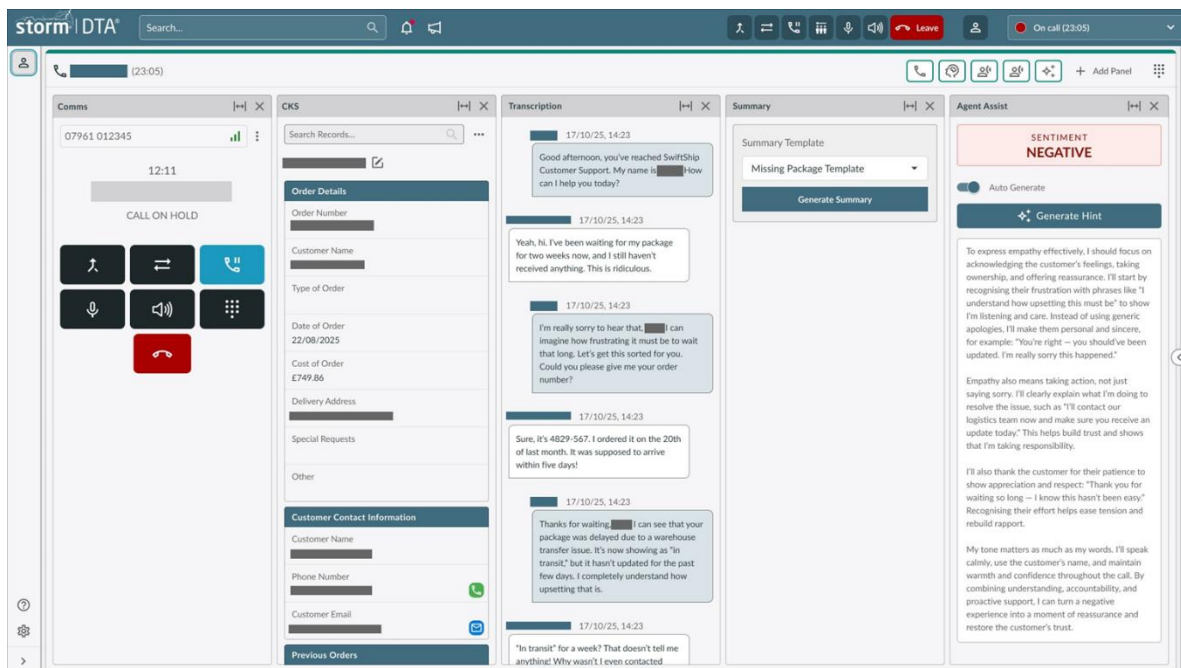
- Bespoke integration capability
- Two-way transfer of information between **storm** and existing your systems
- Ready-made integrations for common apps such as ServiceNow, Microsoft Dynamics, Salesforce and Microsoft Teams
- Intelligent and secure transfer of data
- Support for over 100 database engines
- + more



1.4 AI and Automation

Vodafone **storm**'s AI orchestration layer (brain®) is built into the platform, giving the flexibility to deploy the right AI for the right task, without compromising performance or control. brain offers robust data sovereignty, copyright protection, and auditability through strict data integrity.

AI reduces the burden of simple, repetitive tasks, making agents' jobs easier and more rewarding. By streamlining workloads with AI, organisations can enhance operational efficiency while improving the agent experience. Help your agents to provide excellent customer experience with an AI assistant, save precious time and enhance agent effectiveness with real-time insights and advice at their fingertips, such as tailored recommendations, summarised customer data, and relevant knowledge articles.



AI & MACHINE AGENT™
Integrate best-in-breed AI technologies
Speech recognition
Natural Language Processing
24/7 AI agents, configured using storm FLOW
Automated compliance and quality management services
Voice and Digital channel chatbots (e.g. Web Chat and social media)
Many languages supported
Multiple conversational AI/Large Language Model (LLM) platforms supported
Automate and personalise customer journeys

Agent Assist™
Real-time Transcription and Summarisation (RTAS™)
Automated interaction summaries, using defined templates
Omni-channel interaction summaries
Auto-generated response and next best action suggestions
Knowledge articles & summaries before and during an interaction, based on intent and context
Follow up actions auto captured and presented to the agent
Auto-completion of fields in forms from transcriptions
Capture automated summaries and send to customer (e.g. via email or SMS)
Live transcripts and sentiment available to Supervisors, allowing for easy



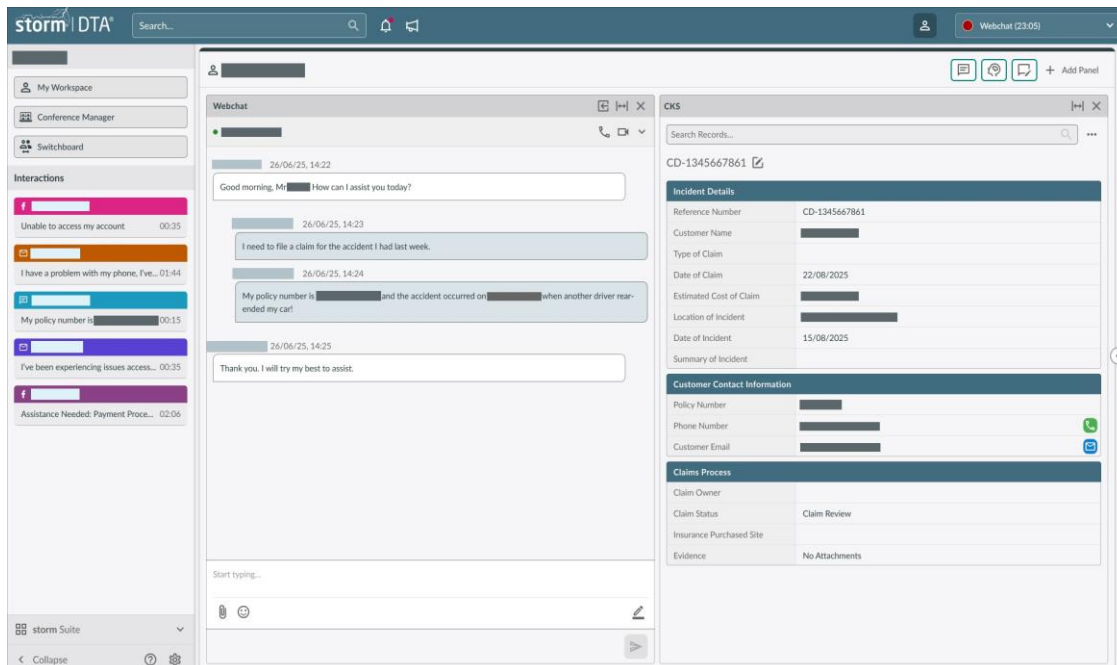
AI & MACHINE AGENT™
+ more

Agent Assist™
intervention where required
+ more

1.5 Customer Knowledge System (“CKS®”)

Customer Knowledge System (CKS) is Vodafone **storm**’s Customer Data Platform (“CDP”), that makes personalised customer service easy. A CDP combines multiple customer datasets together into a single, easily accessible, and cost-effective system, allowing organisations to pull information into services and agent screens to deliver personalised and connected customer experiences.

Informed, personalised interactions depend on accurate, real-time information about your organisation’s products, services, and processes. Knowledge Management™ is a central portal for managing and keeping this information up to date, providing your users with vital information to assist them in handling interactions successfully.



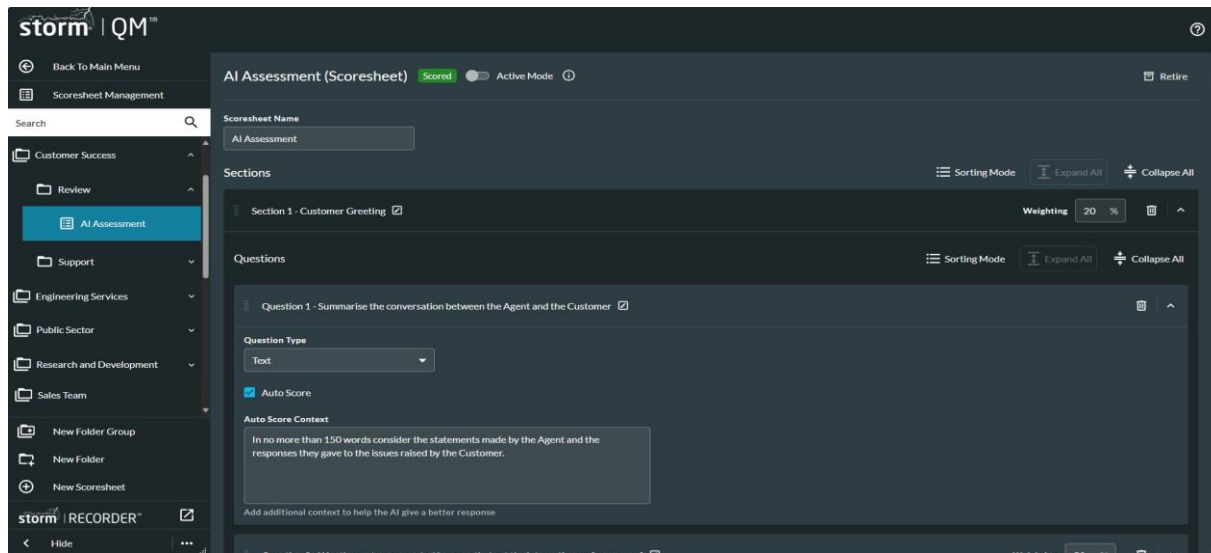
Customer Knowledge System (CKS™)
Fully integrated Customer Data Platform
Can be used as a standalone platform or to overlay and unify existing systems of records
Bespoke, dynamic, fully customisable forms and fields
360-degree view of the customer over all channels
Customer journey tracking
Screen-pop records on incoming communication
Pull CKS data into routing scripts and reports
Store transcripts and recordings
+ more

Knowledge Management™
Fully integrated knowledge management solution
Build and manage knowledge bases for both internal users and customers
Multi-channel support, such as images, videos and URLs
AI-powered screen pop-ups presented to users via DTA
Automatic next best action suggestions
Decision-tree formatting of data
Built-in feedback capabilities and analytics
Flexible deployment and integration options
+ more



1.6 Quality Management (“QM™”)

Quality Management QM™ provides AI-assisted interaction analysis and agent coaching capabilities, offered as an add-on to **storm** RECORDER. QM allows quality teams to evaluate many more interactions, allowing them to deliver coaching and development more consistently and ensuring compliance issues are identified quickly and easily.

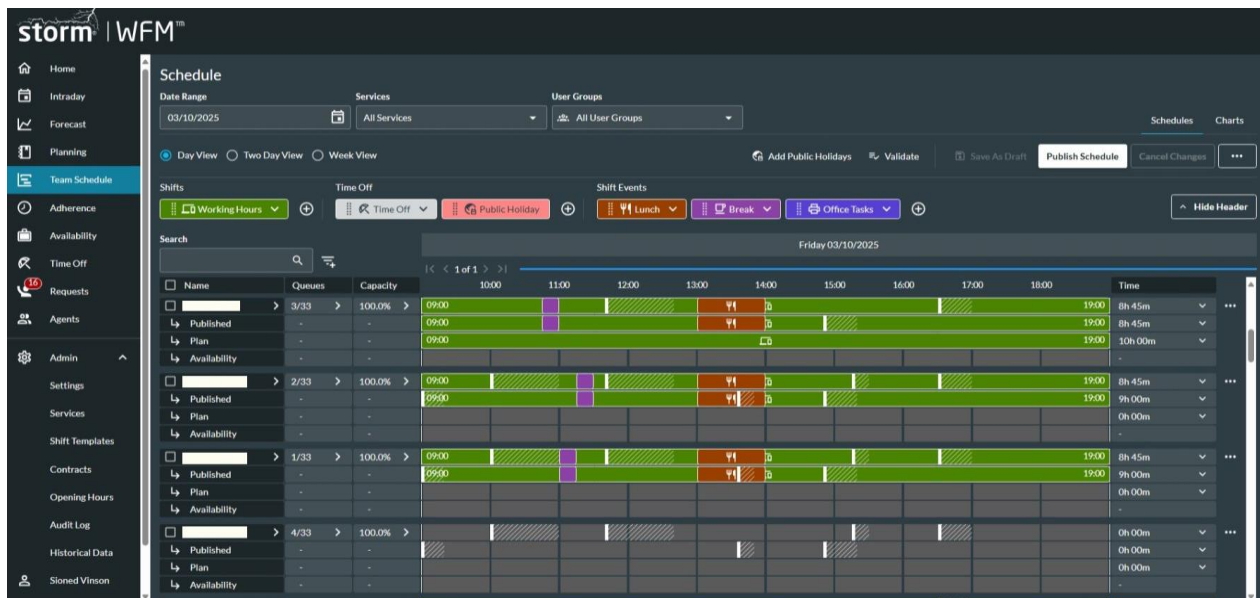


Quality Management (QM™) Module
Bespoke scorecards
Scoresheet management dashboard
Automated scoring using AI
Automated compliance monitoring
Streamlined agent monitoring and feedback
+ more



1.7 Workforce Management (“WFM”)

Vodafone **storm** WFM™ is an omni-channel forecasting and scheduling solution, offering powerful, native Workforce Management functionality.

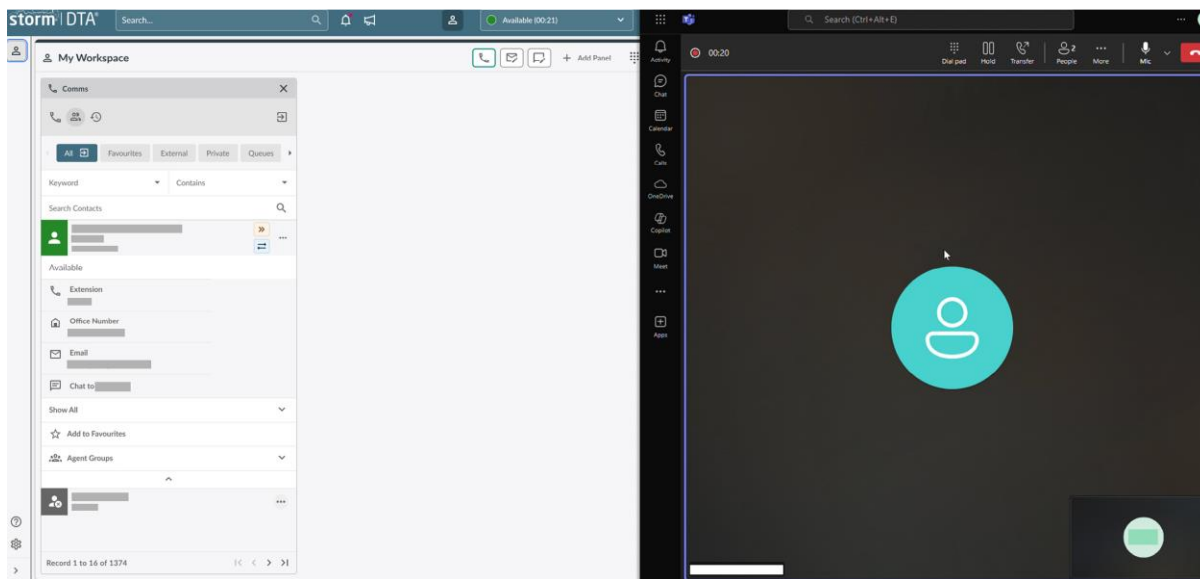


Workforce Management (WFM™) Module
Detailed forecasting and planning
Schedule management
At-a-glance adherence reporting
Real-time performance monitoring
Drag and drop scheduling
Integrated with DTA
Comprehensive intra-day page
+ more

1.8 Unified Communications (“UC”)

Vodafone **storm** includes its own fully integrated unified communications solution. **storm** UC™ allows organisations to unify their front and back office, managed by a single interface.

Wanting to maximise your existing back-office investment? Vodafone **storm** can integrate with UC systems and PBXs, either through SIP Trunking or via out-of-box integrations to leading UC solutions, such as Microsoft Teams and Vodafone Business UC with RingCentral (“VBUC”).



Unified Communications Module (UC™)				
Desk phones			Personal contact history	
Integrated browser softphone			User-to-user chat	
Mobile app (Mobile Task Assistant – MTA™)			User-to-user video	
Warm & Cold transfers			Twinning (Calling on both mobile and softphone)	
Call hold			Hot desking	
3-party conferencing			Speed dial	
Transfer-to-voicemail			Call recording	
Switch line			Caller ID	
Call pickup			Call screening	
Call Park			Disaster Recovery scenarios	
Speed dial			Multi-level auto attendants	
Hunt group member			Extension dialling	
Hunt group opt-in			Bulk download/upload user profiles	
Active directory			Configure ACD and skills-based routing	
+ more				

Microsoft Teams Integration			
Microsoft Certified contact centre integration		Real-time Presence sync	
Microsoft Certified for Compliance recording		PSTN calling from Teams	
Make, receive, transfer calls between Teams and storm (on-net)		End-to-end reporting	
+ more			



2. Professional Services and Onboarding

Vodafone Business offers professional services to support implementations, transitions and innovations, providing years of experience in delivering Contact Centre solutions to businesses of all sizes and complexities.

2.1 On-site Consultancy

To ensure that a solution is right for your organisation, on-site consultancy sessions can assess your current systems, processes and the customer/agent experience you currently in place. This allows us to understand how Vodafone **storm** could improve your services, in-line with your business objectives.

These sessions are usually conducted with different members of your staff that are relevant to the project (e.g. managers/supervisors of teams and departments), allowing us to:

- Understand Existing Setup;
- Understand Strategic Project Goals;
- Gather dimensions for solution design; and
- Determine how **storm** can help achieve your customer experience goals.

2.2 Scope and Design

The detail and time required for delivery depends on the size and complexity of the project. A Solutions Consultant will be introduced at this stage to build a Solution Design, gather a diagrammatic view of the deployment and outline any lines of demarcation within the technical design. This design is an iterative document, with buyer input, to ensure all factors are considered from a technical delivery perspective.

2.3 Project Management

Once the order has been agreed, a dedicated Project Manager (“PM”) is assigned and a handover of all information gathered in the previous phases is conducted. The assigned PM then becomes the single point of contact for the delivery and liaises with all appropriate internal resources required to deliver the project. They are responsible for:

- Creating the Service Specification document, which outlines the detailed project deliverables.
- Creation of the Project Delivery plan, in conjunction with your project team.
- Providing regular touchpoints with your team, to provide updates in relation to the plan.

2.4 Service Specification

The Service Specification Document contains the exact functional product deliverables and associated volumes and dimensions, as gathered during the ‘On-site Consultancy’ and ‘Scope and Design’ phases, with further refinement as required.



Implementation of the **storm** solution proceeds once the Service Specification is fully agreed and signed off by the Buyer and Vodafone.

2.5 Implementation

Upon entering Implementation, the assigned Project Manager schedules the elements of the build with the appropriate resources, for example, the Provisioning Coordinator tasked with partition and licence configuration, any Developers/Application Engineers required for the build and then proceeds to agree the appropriate go-live date(s).

The implementation phase usually involves the following activities:

- Solution build and activation;
- User and Administrator training;
- User Acceptance Testing (“UAT”);
- Number porting;
- Go-Live Support; and
- Handover to In-Life Services.

2.6 Early Life Support

To ensure a smoother transition in to In-Life Services, Buyers can purchase an Early Life Support Professional Services package. Depending on requirements, this can include:

- A named transition lead;
- Regular touchpoint calls;
- Moves, Adds, Changes and Information Request allowance; and/or
- Designated Engineering Resource.



3. In-Life Support

Vodafone **storm**® is supported via the Vodafone Business Service Desk, which offers an ITIL-based tiered service and support model (TSSM). During handover to in-life support, Buyer is provided a Customer Service & Support Handbook (CSSH) which details their contact details and processes. For Public Sector customers, the Vodafone Service Desk is UK based as standard.

3.1 Incident Management

The Vodafone Service Desk offers the following for Incident Management:

- 24/7/365 telephone and webchat support, managing incidents through to closure
- Ticket logging and initial triage
- Hand-off to Vodafone engineering teams and third party resolvers where applicable
- Communication with Buyer's own Service Desk/Contacts, including escalated tickets.
- Coordination of engineering visits to site, if required
- Pro-active escalation on complex/high impact incidents
- Confirmation of service restoration and ticket closure
- Optional Customer Major Incident (CMI) service
- Online Vodafone Business Portal, providing such things as:
 - View and download your bills and detailed billing data.
 - Lookup service details
 - View and update incident tickets

3.2 Service Requests Fulfilment

Whilst Vodafone **storm**® is a self-service solution, Buyers can place requests via the Vodafone Service Desk for Moves, Adds, Changes and Deletions ("MACDs") to be handled on their behalf.

The types of Service Request that are supported, and the number of MACD Units each request type requires, is found in the Vodafone Service Request Catalogue, available via the Vodafone Business Portal.

3.3 Service Management

Buyer can purchase optional Service Management from the Vodafone Tiered Service Support Model, if desired. A Service Manager would be an additional point of contact, alongside the Account Manager, dedicated to customer satisfaction. They ensure all support functions



are working together and can act across all Vodafone Business products that Buyer may have, to be your centralised customer champion. They can provide:

- Service level management reporting;
- Communication of service levels;
- Regular service reviews;
- Service development plans; and/or
- Executive engagement.



4. Off boarding

Vodafone Business makes it easy for Buyers to offboard services away from **storm**, by giving you full control and access of your data. We can provide you with the required information upon request (Professional Service charges may apply) or make it accessible through portal interfaces on your **storm** partition. You have full access to the following data through portal interfaces (subject to licencing):

- Contact Data Records.
- All reports created on your partition.
- Recordings (including call recording and transcripts from other channels handled through **storm**, and associated metadata)
- Billing data