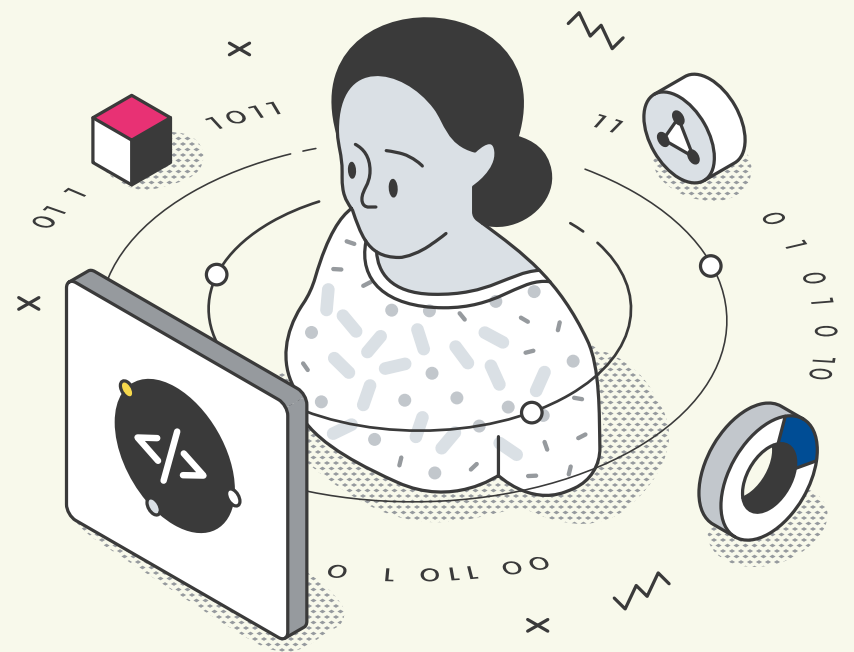


storm®

**storm® Cloud Customer Experience
(CX) and UC™ Solution**

Service Overview



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Introduction

Content Guru is the world's leading provider of enterprise-grade cloud CX solutions. We take a modular approach, ensuring that you'll only ever pay for what you need. Our solutions are divided into two core platforms:

- The **storm**® CX platform
- The **brain**® AI orchestration layer

Modules sit below these platforms to provide rich, comprehensive Customer Experience and AI functionality.

Welcome to our product catalogue. To discover the market-leading functionality of the **storm** platform, read on.



Highest Availability

Highest Scalability

Highest Security

Highest Satisfaction

Analyst Recognition

The **ONLY**
Challenger

The **ONLY**
European Vendor

Content Guru was recognised in the Gartner Magic Quadrant 2025 for Contact Centre as a Service, ranking as the **ONLY** challenger, and the **ONLY** European vendor to place on the Quadrant.

Scan
to Download

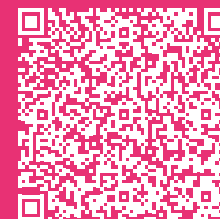


Figure 1: Magic Quadrant for Contact Center as a Service



Gartner

Public Sector Customers

Government



Driver & Vehicle
Licensing
Agency



Department
for Work &
Pensions



Public Health



Local Government



Policing



Other Customers

Financial Services



Retail & Online



Travel & Leisure



Utilities



Feenstra



Healthcare



Other



Key Accreditations

Quality



Security



Environment



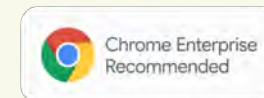
Service



BCP



Certifications



Key Accreditations

We are the only company that is authorised for FedRAMP at the High Impact level in the Contact Centre category.

That makes storm® the world's most secure CX platform.



FedRAMP

Context

Customer Experience (CX) is a top priority for the Federal Government to improve services, for which cloud migration is key. In 2022, \$20BN was spent on outdated CX technology and processes.

FedRAMP

FedRAMP is a shared-security framework empowering US Federal Government agencies to use cloud technologies, codified in the FedRAMP Authorisation Act 2023.

CCaaS Providers

We are the only Contact Centre as a Service (CCaaS) provider to be authorised for FedRAMP at the High impact level in the Contact Centre category, the highest available classification.

storm® Capabilities

storm® will allow the Federal Government to provide highly secure, omni-channel and omni-data services and leverage exciting automation possibilities using secure AI.

Our Offices



UK Headquarters

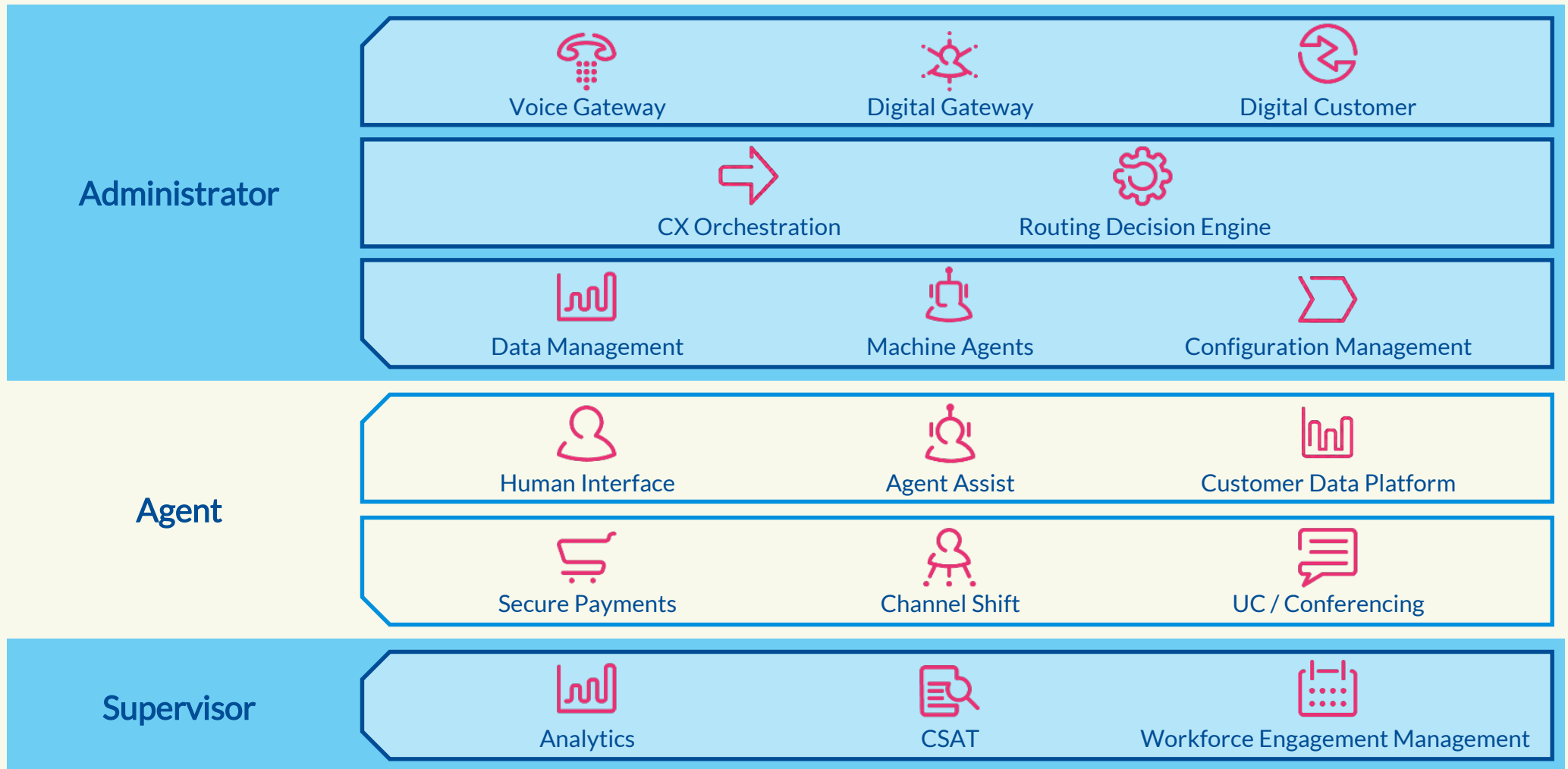
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The storm[®] Solution



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AI Orchestration Layer

Elevate your CX with Flexible, Best-in-Class AI.

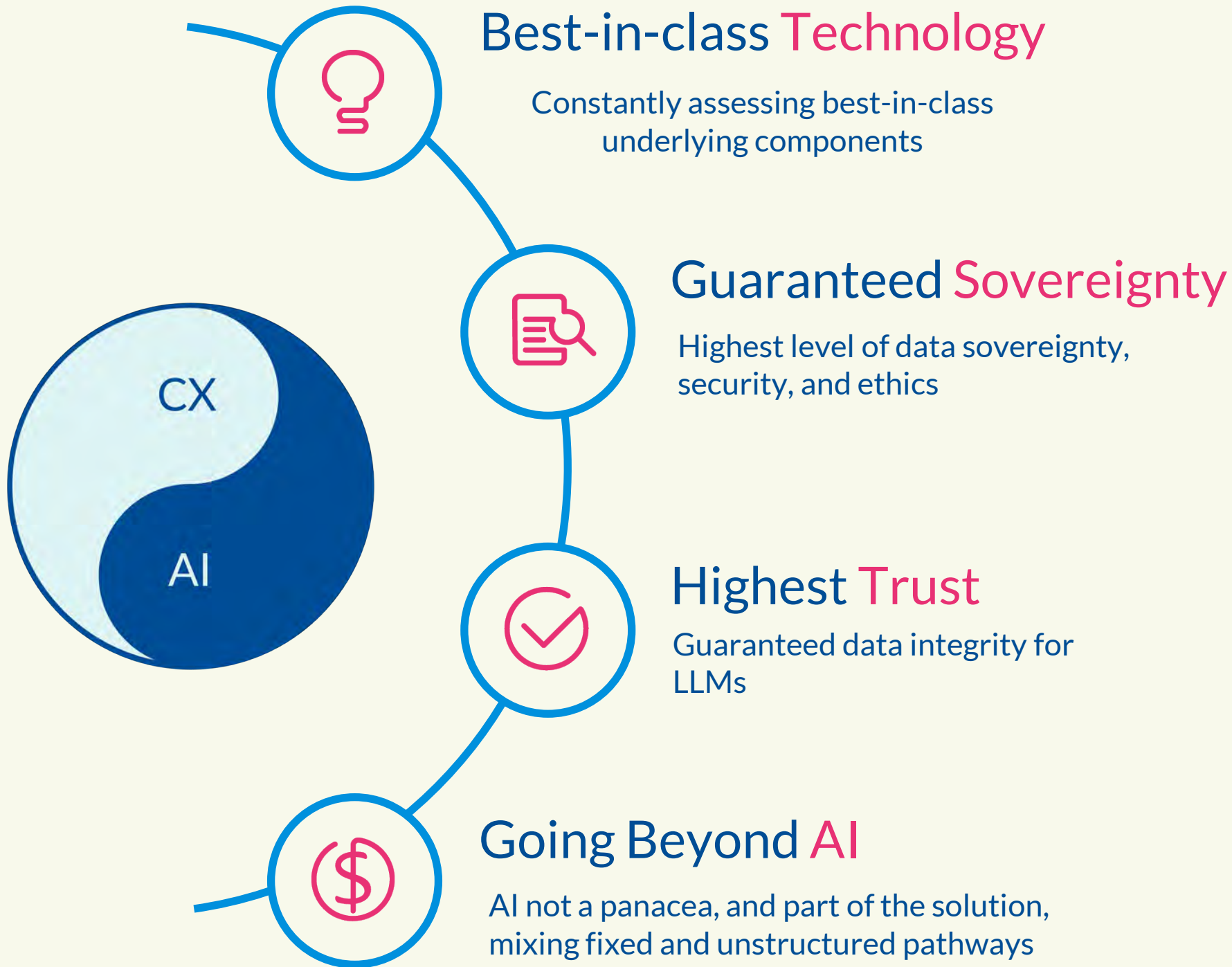
AI is revolutionising Customer Experience. With new models emerging every few days and lifecycles lasting mere months, flexibility is essential. You need a solution that adapts to change, allowing you to choose and integrate the models that best fit your needs.

At Content Guru, we simplify your AI journey by giving you access to leading AI solutions natively, through a single, unified platform. Our AI orchestration layer, **brain**®, is built into the **storm**® CX platform, giving you the flexibility to deploy the right AI for the right task, without compromising performance or control.

The freedom to choose. The power to lead. Best-in-class AI, anytime.

Product Highlights

- **An AI orchestration layer** offering a best-in-class selection of AI solutions through the **storm** cloud CX platform, to empower your workforce and streamline daily tasks
- Real-world applications of AI solutions that deliver **clear business value and achieve strong ROI**
- **Before, during, and after interaction applications** of AI and automation, including self-service journeys, agent assist solutions, and analytics, through a mix of fixed and unstructured pathways
- **Constant assessment of AI models and capabilities**, ensuring that your solutions always perform to the highest standard
- **Robust data sovereignty**, copyright protection, and auditability through strict data integrity.



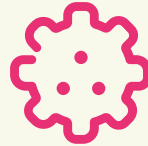
AI Services - Before



Understanding Intent

brain® interprets natural language, spoken or written, to understand what customers truly need.

*By analysing intent, **brain** routes each query to the most suitable destination, saving time and ensuring agents focus on complex or high-value interactions.*



Intelligent Routing

AI routing directs customers to the right agent or workflow instantly.

***brain** evaluates context, reduces queue times, and passes essential information forward, creating smoother, faster experiences.*



Identification and Verification

Voice biometrics replaces manual data entry with instant, secure verification.

A caller's voice becomes their digital fingerprint, allowing seamless access to self-service or agent support, improving both convenience and security.

AI Services - Before



Generating Emails

Generative AI drafts email replies using CRM data.

Agents receive pre-filled responses in storm® DTA®, reducing manual effort and speeding up replies, while maintaining brand tone and consistency.



Digital Classification

brain categorises emails automatically before they enter the queue.

brain analyses content, identifies confidence scores, and routes them to the right team, reducing double-handling and improving response speed.



Entity Extraction

brain extracts key data, such as order numbers or IDs from emails before routing.

Defined data points are returned with context, improving accuracy, automating updates to third-party systems, and giving instant visibility.

AI Services - During



Real-Time Transcription

brain[®] transcribes conversations live within **storm**[®] DTA[®], allowing agents to reference details instantly.

This eliminates manual note-taking, supports compliance, and ensures nothing is missed during the call.



Live Translations

brain enables real-time translation for voice and digital channels.

Conversations are transcribed, translated, and read aloud, helping agents support any customer, in any language.



Agent Assist

brain analyses live interactions and customer data from **storm** CKS[®] to offer real-time hints and next steps.

Agents resolve issues faster, give more accurate advice, and deliver consistent experiences.

AI Services - During



Suggested Responses

brain generates suggested replies for digital interactions.

Trained on your tone and best-practice responses, it helps agents reply faster and maintain accuracy across multiple channels.



Supervisor Assist

brain monitors live sentiment, and alerts supervisors instantly when an agent needs support.

This proactive insight helps address issues early, ensuring consistent service quality and stronger relationships.



Real-Time Sentiment & Hints

brain tracks conversation sentiment and provides live prompts to guide agents.

It supports new and experienced staff alike, helping every call stay on track and on tone.

AI Services - After



Automated Quality Management

brain® automatically scores interactions, assessing empathy, clarity, and compliance.

Agents receive instant feedback, while quality teams gain scalable, consistent evaluation.



Digital Interaction Summarisation

brain summarises digital interactions instantly, creating ready-to-use outputs for CRM or workflow tools.

This reduces wrap-up time and frees agents to move quickly to their next task.



Analytics

brain analyses transcribed interactions in **storm**® RECORDER™ to highlight poor sentiment, missed compliance, or key phrases.

Quality teams can target the right conversations for review, maximising impact.

storm[®] MACHINE AGENT[®]

AI-Powered Machine Agent

Automating interactions in today's customer engagement is crucial.

Budgets are under strain, affecting investment into customer services. With the pressure to speed up interactions, reduce agent workloads, and still deliver great Customer Experience (CX), efficiency is key, regardless of the channel being used.

You must offer self-service: the ability to understand intent, and quickly provide the best route to resolution for the customer, via AI-driven self-service such as voicebots and chatbots.

storm[®] MACHINE AGENT[®] is Content Guru's virtual customer assistant; an always-on, AI-powered agent that delivers conversational self-service across all channels, and at scale, leaving agents to focus on higher value tasks.

Product Highlights

- Virtual AI-powered agents that deliver **24/7 conversational self-service** across all channels, including voice, digital, and social media
- Simple issue resolution such as answering common questions, and **seamless handoffs to human agents** for more complex queries
- Leverages best-in-class AI capabilities including **Natural Language Processing (NLP)**, speech-to-text, and generative AI, through **brain[®]**
- **Automates pre-interaction processes** such as capturing intent and Identification and Verification (ID&V) using NLP and voice biometrics
- Intent-based routing **efficiently directs queries** to the best-suited automated resource or agent
- **AI-powered data extraction** from digital interactions allows delivery of relevant knowledge and customer information to the agent
- **Easily configurable** using leading AI providers like IBM, and easily added into services using the **storm[®] FLOW[™]** customer journey orchestration tool.

Related Products

brain® 18

AI Orchestration Layer

storm® RTAS™ 28

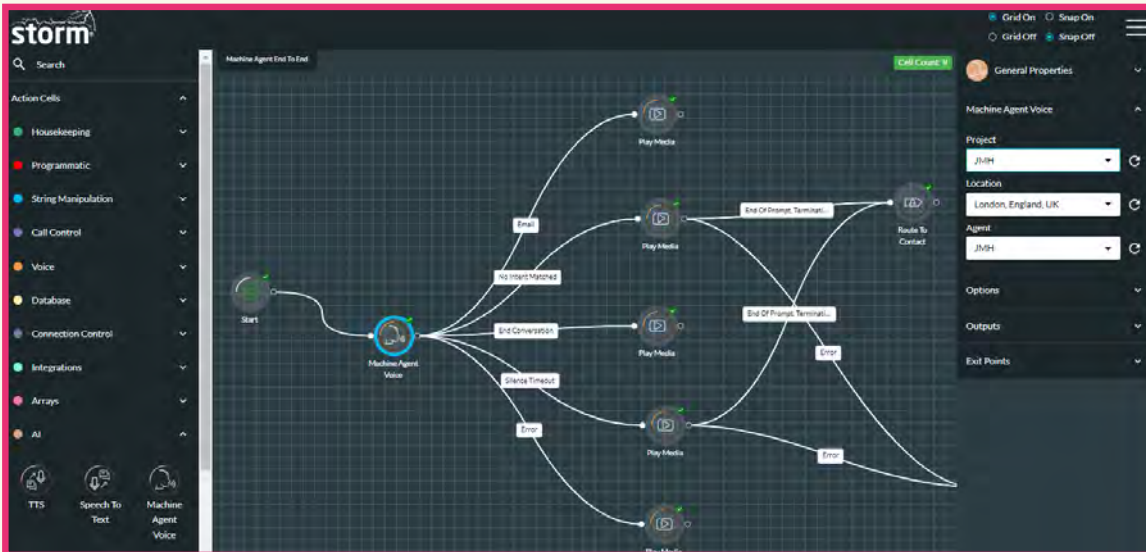
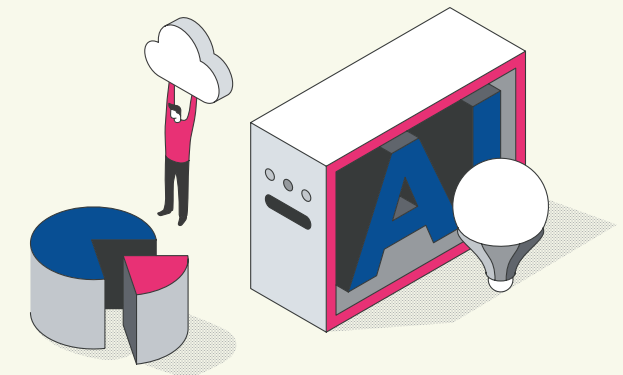
Real-Time Transcription and Summarisation

storm® AGENT ASSIST™ 32

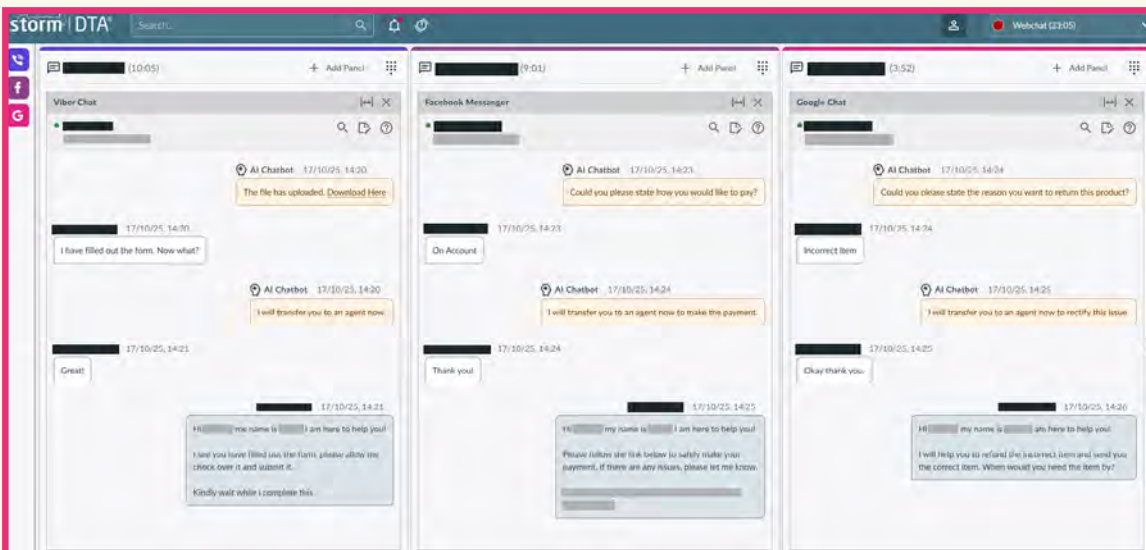
AI-Powered Agent Assistant

storm® INTEGRATE™ 78

Seamless CX Integrations



A FLOW script showing how a Machine Agent can automate interactions and provide self-service journeys.



The agent workspace showing interactions that have been transferred from the Machine Agent, with essential customer details already captured, allowing the agent to focus on resolution.

storm[®] RTAS[™]

Real-Time Transcription and Summarisation

Make generative AI your CX superpower.

After every interaction, agents complete essential post-call work, such as updating customer data and systems of record. This work is time consuming, manual, and expensive.

During a call, agents have to balance being attentive, and making careful notes. However, in post-call activity, having incomplete notes means important details are missed, creating inconsistency across your CX.

storm[®] RTAS[™] (Real-time Transcription & Summarisation) equips your agents with automated, real-time call transcription and generative AI-powered summarisation, speeding up post-call work. Attention during the call and accurate post-call work ensures the customer experience comes first.

Product Highlights

- Real-time transcription of interactions provides **complete, accurate accounts** of conversations
- Omni-channel support for summaries, which can be **generated at any point during the interaction**, and edited by agents if necessary
- **Customisable templates** for summaries enable your agents to generate summaries in the formats and languages they need. Templates are preconfigured in the **storm[®] STUDIO[™]** administrator portal
- Delivered in the browser-based agent workspace, **storm[®] DTA[®]**, giving agents **all the tools they need** in a single interface
- Agents can review interaction transcripts and summaries within the DTA history and the customer journey tab
- Utilise RTAS transcripts for **compliance, performance analysis, and quality assurance**.

Discover storm[®] RTAS[™] in Action

Customer Success Story: Together Money

The logo for Together Money, featuring the word "together." in a dark blue, lowercase, sans-serif font, with a small yellow dot at the end of the period.

An AI Customer Success Story:
Helping Productivity and Businesses

- Discover how Together Money is transforming customer service with AI-powered innovation:
- Cut average handling times by 50%,
- Increased agent efficiency and focus,
- Streamlined communication between front and back-office teams.



Customer Success Story: Serco

The Serco logo, featuring the word "serco" in a dark blue, lowercase, sans-serif font. Below it, there is a red oval graphic. To the left of the oval, the text "CYNNLUN AILDDECHRAU" is written in red, and to the right, "RESTART SCHEME" is written in red.

An AI Customer Success Story:
Helping Humans Help Humans

- Through RTAS, Serco has transformed its approach to job and CV coaching, making support more efficient, personalised, and impactful:
- 20+ minutes saved per interview,
- 3x more candidate reviews,
- End-to-end support for participants.



Automated Quality Management

AI-Powered Interaction Scoring

Transform quality assurance with intelligent automation.

Manual quality scoring can only cover a fraction of customer interactions, leaving gaps in visibility and performance insight. Automated Quality Management (AQM) uses AI to evaluate every interaction, helping supervisors uncover trends, ensure compliance, and deliver faster, fairer feedback.

By detecting key phrases, assessing empathy, and interpreting tone and context, AQM provides a more complete and objective view of agent performance. It frees quality teams from repetitive scoring tasks, allowing them to focus on coaching, development, and continuous improvement.

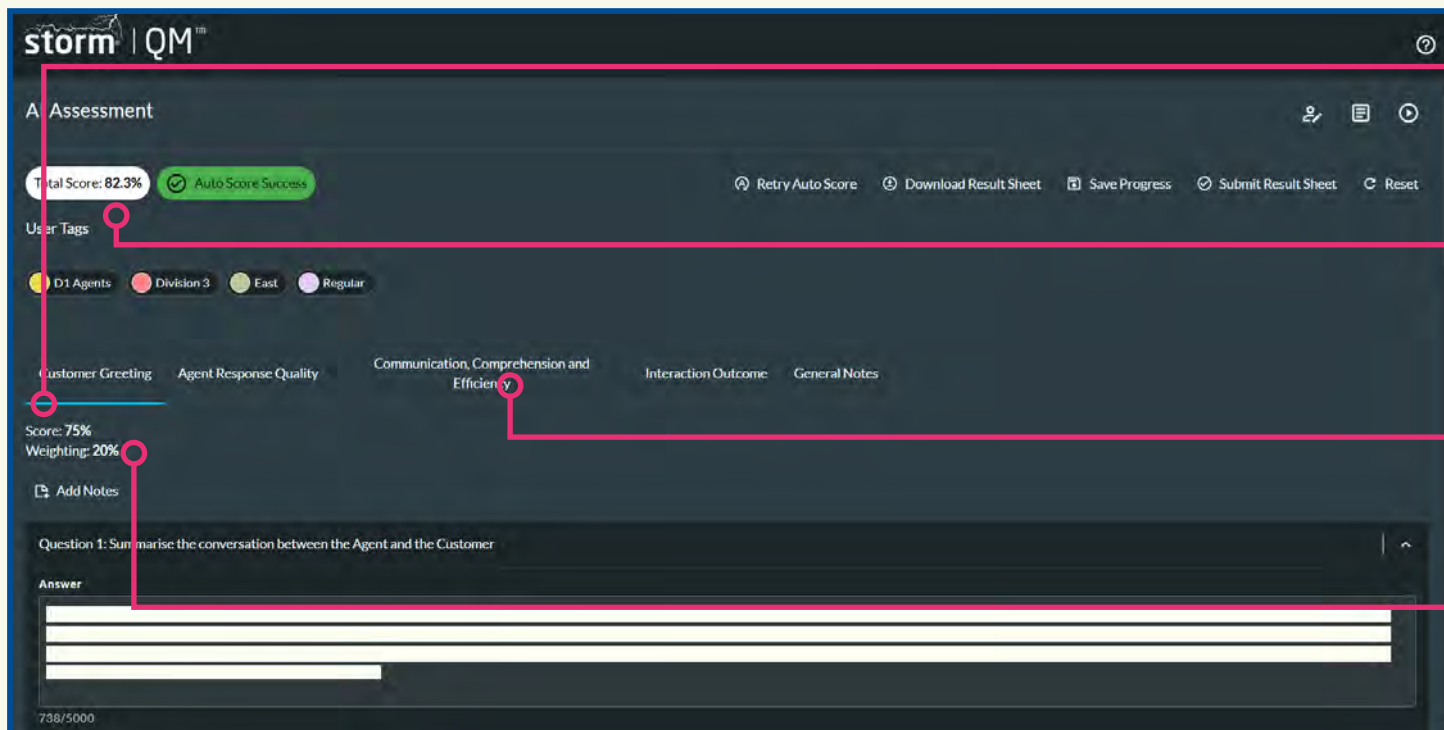
Powered by **brain**®, AQM leverages Large Language Models (LLMs) to automatically score both objective and subjective criteria, such as greetings, disclosures, empathy, and professionalism, while allowing reviewers to refine results for full accuracy and control.

Product Highlights

- AI-driven scoring of agent interactions from transcripts, enabling **full-coverage evaluation at scale**
- **Detection of required phrases** (e.g. greetings, disclosures, and closing statements) and contextual analysis of problem resolution effectiveness
- **Assessment of empathy, tone, and professionalism** through natural language understanding
- Support for customisable auto-scoring criteria, allowing quality teams to **define precise scoring logic**
- Real-time scoring capability that enables agents to **adapt call handling immediately**
- Reviewer control to adjust and validate auto-scores for **accuracy and consistency**.

Automated Quality Management in Action

An AI-powered assessment interface displaying scores for different aspects of a call, including greetings, outcomes, and communications.



Adjustable weighting by category – Control how much each area, such as greetings or outcomes, contributes to the overall score.

Accurate AI-generated scores – Automatically evaluate interactions using advanced large language models.

Filter by category – Quickly focus on specific areas of the call for detailed analysis.

View scores by category – See individual scores for each aspect of the interaction.

storm[®] AGENT ASSIST[™]

AI-Powered Agent Assistant

Empower your agents with AI.

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.

storm[®] AGENT ASSIST[™] is Content Guru's virtual agent assistant solution, offering a portfolio of AI-powered tools for real-time support that lets your agents focus on delivering exceptional customer service.

Product Highlights

- **Highly flexible agent assist solution** that combines the best-in-market AI capabilities from providers in the **brain[®]** AI orchestration layer
- Knowledge articles and knowledge summaries **delivered to the agent** before and during an interaction based on intent and context
- Auto-generated response suggestions for agents handling digital interactions for **fast and relevant responses**
- **Automated interaction summaries** using real-time transcription and summarisation (**storm[®] RTAS[™]**) allowing agents to focus more on the customer
- Follow-up actions list created and presented to the agent automatically after a voice or digital interaction, **ensuring commitments are recorded and met**
- **Optional feature** of the browser-based agent workspace, **storm[®] DTA[®]**, providing direct support to agents.

storm® AGENT ASSIST™ in Action

A live agent view displaying real-time transcription, sentiment analysis, and additional AI-powered support tools within the workspace.

The screenshot displays the storm DTA Agent Assist interface, a comprehensive workspace for live agents. The interface is divided into several functional panels:

- Comm:** Shows the active call with the number 07961 012345 and a 'CALL ON HOLD' button.
- CKS (Customer Knowledge System):** A panel for searching and viewing customer records, including order details like Order Number, Customer Name, Type of Order, Date of Order, Cost of Order, Delivery Address, and Special Requests.
- Transcription:** A real-time transcript of the conversation, showing the agent's and customer's dialogue.
- Summary:** A panel for generating a summary of the interaction, featuring a 'Summary Template' and a 'Generate Summary' button.
- Agent Assist:** A panel providing AI-powered support, including sentiment analysis (currently showing 'SENTIMENT NEGATIVE') and a 'Generate Summary' button.

Red lines with circular endpoints point from the descriptive text blocks on the right to specific elements within the interface, highlighting the AI-powered features.

Knowledge at your fingertips – Request and receive knowledge articles in real time to resolve queries faster and more accurately.

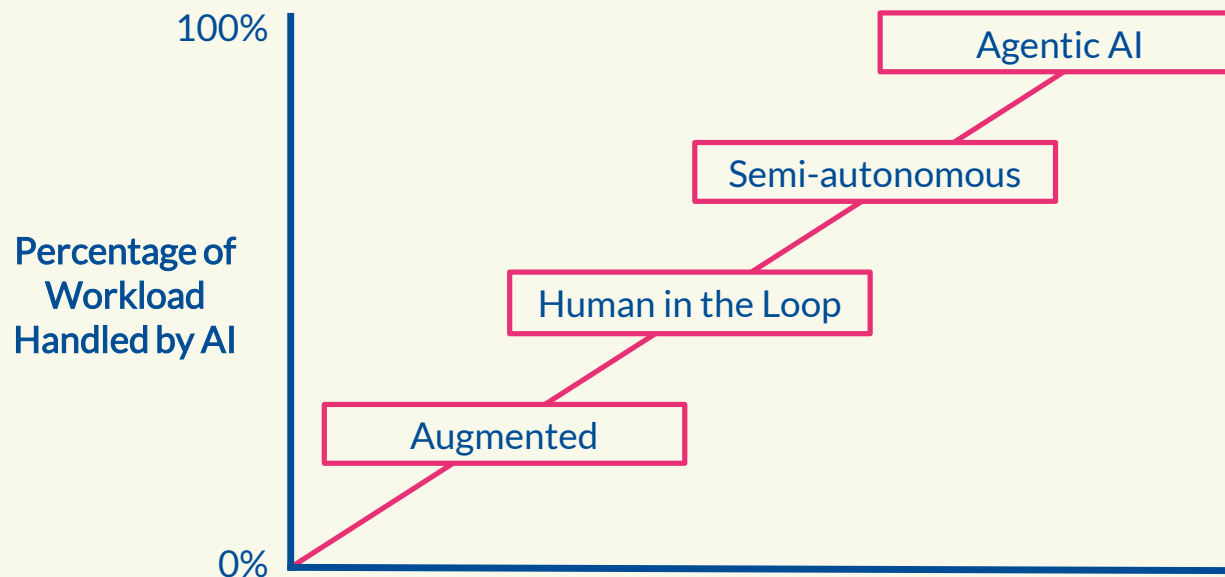
Live transcription – Track the conversation as it happens, ensuring accuracy and enabling immediate AI-driven insights.

Real-time sentiment status – Monitor interaction sentiment during the call, helping agents adapt their approach instantly.

Summaries on demand – Generate sector-specific interaction summaries tailored to business needs, cutting post-call admin.

Agentic AI

Fully autonomous, or Agentic, AI is attracting significant attention, but neither organisations nor the technology are ready for full autonomy. Trust will build over time as experience grows. Our four service areas provide a structured, phased approach to increasing the use of Agentic AI.



Augmented

E.g. Providing a relevant Knowledge Article to an agent, to help complete an interaction.

Human-in-the-Loop

E.g. Using a Knowledge Article to create a suggested response, which the agent can choose to send or not.

Semi-Autonomous

E.g. An agent services several chats, using suggested answers to respond to customers.

Agentic

E.g. AI has the agency to make autonomous decisions to reach a set objective.

Agentic AI

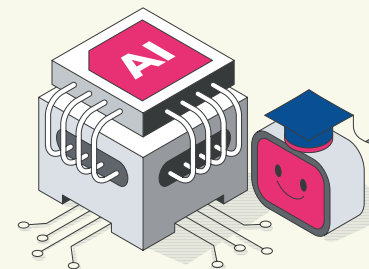
We're exploring ways to allow organisations to create ultra-efficient, real-time, AI-driven journeys for customers. Key development milestones are our Agentic AI chatbot and the Event Listener Service.

Agentic Chatbot

- **What:** A real-time voice chatbot that uses the latest OpenAI engines, integrated directly into **storm**[®].
- **How:** A chatbot can have varying levels of autonomy, but is secure with guardrails so the organisation can stay in control. It is highly flexible, with the ability to carry out both simple and complex tasks.
- **Benefits:** This is low-latency, speech-to-speech interaction. There is no need to convert speech to text, making it faster, and allowing organisations to gather intent and drive actions automatically. For example, connecting to databases and using APIs to complete tasks.

Event Listener Service

- **What:** A service layer that provides the ability to trigger actions based on live events, allowing Agentic AI actions.
- **How:** Triggers can be based on sentiment, keywords, intent, and context.
- **Benefits:** Organisations can automate to optimise business processes and achieve greater efficiency while still having full control over the actions taken by AI.





Omni-Channel Customer Engagement

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storm[®] CONTACT[™]

Deliver Great Customer Experience; Anytime, Anywhere

Being where your customers are is important, as channel choice improves customer satisfaction by 10%.¹

Customers want to connect with you through their preferred channel for a given situation, and reach the right outcome on their first attempt, every time.

The key to great service is allowing the customer to determine the best channel for their issue, and shift from one channel to another as needed to reach the desired resolution. Your business needs a single solution that brings all contact channels together to provide seamless customer journeys.

storm[®] CONTACT[™] is Content Guru's omni-channel and cloud-based customer experience solution. **storm CONTACT[™]** converges every communication type into a single blended queue for resolution by a human or machine agent.

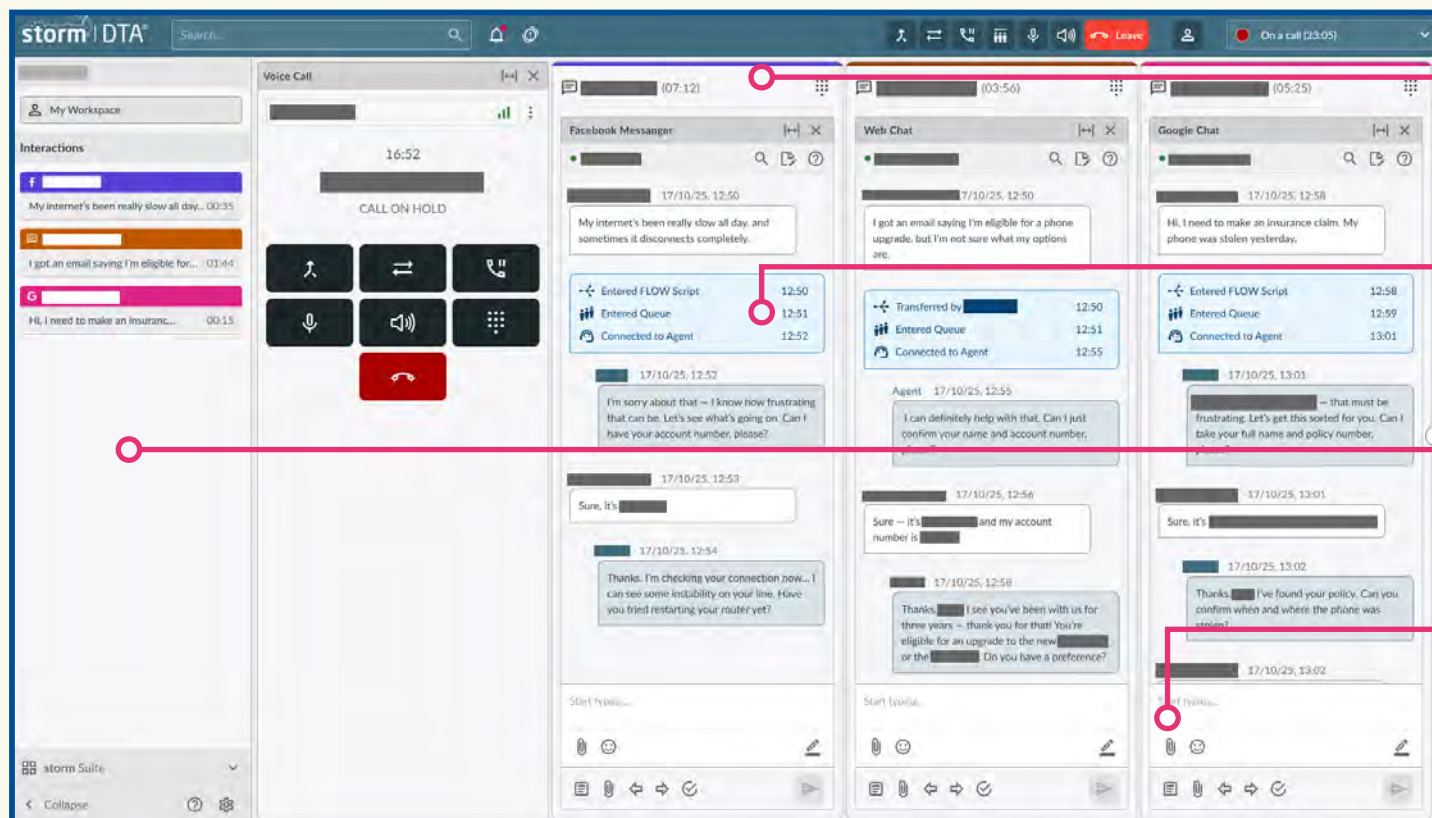
¹ The Institute of Customer Service, UK Customer Satisfaction Index, January 2025

Product Highlights

- **Streamlined handling of digital channels**, including web chat, social media, messaging apps, and email, alongside voice
- AI-enhanced self-service across digital channels with **storm[®] MACHINE AGENT[®]**, virtual AI agents that deliver **24/7 conversational customer engagement**
- Intelligent Automated Contact Distribution (iACD[®]) routes queries to the right agent or machine agent based on **skills, availability, and customer needs**
- **Detailed queue creation functionality**, from channels and prompts, to parameters and rebound options
- Dynamic prioritisation of inbound communications in queues can ensure digital queries or vulnerable, VIP, or **long-waiting customer queries are resolved first**
- Completion code functionality to indicate the outcome of interactions, which can be used to trigger call-backs and **improve CX insights** through reporting
- An orchestration layer for **best-in-class AI capabilities** leveraged from major and specialised providers through **brain[®]**.

storm[®] CONTACT[™] in Action

A unified agent workspace displaying live voice and digital interactions across multiple channels in a single view.



All channels, one screen – Handle calls, web chats, and social media messages together without switching tools.

Interaction details at a glance – See where each customer interaction originated, through a FLOW script or digital entry point.

Never miss a conversation – Summary panels track all active interactions, ensuring complete visibility for the agent.

Rich interaction tools – Forward files or attach documents during conversations for faster issue resolution.



Omni-Channel Agent Desktop

Everything your customer service advisors need, right at their fingertips.

User Experience (UX) is important for agents, as it can influence their efficiency and productivity.

Provide your agents with the best UX possible with a unified, easy-to-use, and highly-accessible interface. Every customer interaction from any channel is delivered directly to their screen. They can service multiple, simultaneous interactions effortlessly, and access key customer journey information side-by-side. The workspace is intuitive, and designed for users of all abilities.

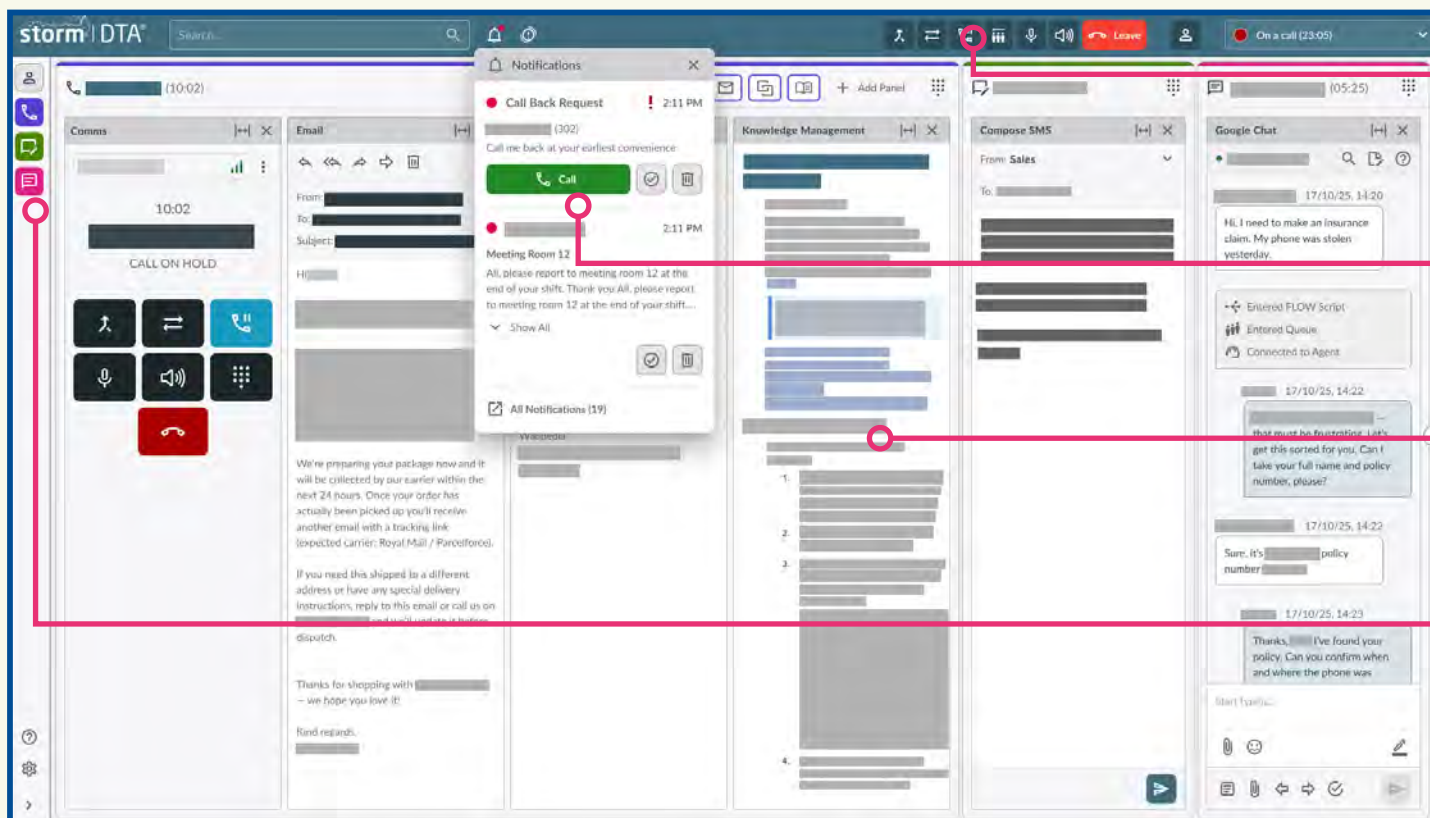
storm® DTA® (Desktop Task Assistant) offers a single interface equipped with all the tools agents need, and designed in a way that empowers every agent to service omni-channel interactions with ease.

Product Highlights

- A **single, unified interface** for servicing channels: voice, email, SMS, web chat, video, WhatsApp, Facebook, Instagram, Trustpilot, Viber, LINE
- Browser-based, allowing access from **any internet-enabled device** without the need for running a native application
- Highly accessible interface, **compliant with Web Content Accessibility Guidelines (WCAG) 2.2 AA**. This ensures ease-of-use for users of all abilities, including cognitive and physical, through design features such as keyboard-driven navigation and screen reader support
- Supervisor capabilities to monitor and support agents, including live sentiment scores, keyword alerts, and listen-in and barge-in functionality, enabling **real-time interaction assistance**
- Multi-factor authentication and access controls for **maximum security**
- **Co-browsing capability** for agents to navigate a customer's website or application, with tools such as screen share, remote control, and full device sharing.

storm® DTA® in Action

A unified agent workspace displaying a live voice call and multiple digital channels, with additional panels for notifications and knowledge management.



Quick support tools – Request supervisor help or transfer calls seamlessly using a convenient control panel.

Stay informed – Notifications provide important updates and messages from supervisors in real time.

Knowledge at your fingertips – Access relevant knowledge management articles to assist customers more efficiently.

All interactions in one place – Manage voice calls, web chats, and social media messages without switching screens.



Customer Satisfaction (CSAT) Surveys

Delivering great Customer Experience (CX) starts with the Voice of the Customer.

Understanding your customers' wants, needs, preferences and opinions, is key to delivering CX that meets their expectations.

You need a quick, easy, and comprehensive surveying tool to gather valuable insights from customer interactions across multiple channels, which when implemented into services, increase CSAT and loyalty.

storm® ASK™ is a multi-channel surveying solution that gives you the means to capture the Voice of the Customer at scale, enhance your CX, and boost CSAT.

Product Highlights

- Gather feedback, analyse responses, identify trends and areas for improvement, and **enhance your CX**
- **Instant post-interaction, in-channel surveys** for voice and web chat, and links to online surveys via SMS and email
- Real-time visibility and historical reporting on completed surveys **across all channels** using the **storm® VIEW™** reporting solution
- Simple **browser-based survey creation** with multiple choice and open question types
- Rapid provisioning and management of surveys in **storm® FLOW™**. Administrators can define customer groups and access points in advance or create them on the spot, as well as **target specific customers** or set a random percentage split
- **Automated collection and distribution** of customer feedback to your back-end systems.

Related Products

storm® DTA® 40

Omni-Channel Agent Desktop

storm® OUTBOUND™ 51

Powerful Outbound Campaign Builder

storm® FLOW™ 52

Build and Manage the Services your Customers Need

storm® VIEW™ 62

Real-Time Visibility and Historical Analytics



Insurance Support Live

Thank you for chatting with us today! We'd love your feedback.
Please take a moment to answer a few quick questions about your experience.

08/10 11:13

1. How satisfied are you with the support you received today?

☐ Very satisfied

☒ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Very dissatisfied

Submitted

08/10 11:13

A customer survey delivered through web chat, with quick multiple-choice response options for fast feedback.

08/10 10:46

8. Do you have any additional comments or suggestions?

Write here...

0/550

Submit Survey

A web chat survey with an open-text response option, allowing customers to share more detailed feedback in their own words.

storm LINK[®]

On-Demand Video, File, and Location Sharing

Highly personal and engaging experiences.

Video offers a more personal way to engage, making remote communication feel more like a face-to-face conversation.

The ability to connect over video makes customer engagement easier, especially for queries that require some visual context.

In addition to video, sharing other information over a phone call such as documents, photos, and location, facilitates smoother engagement.

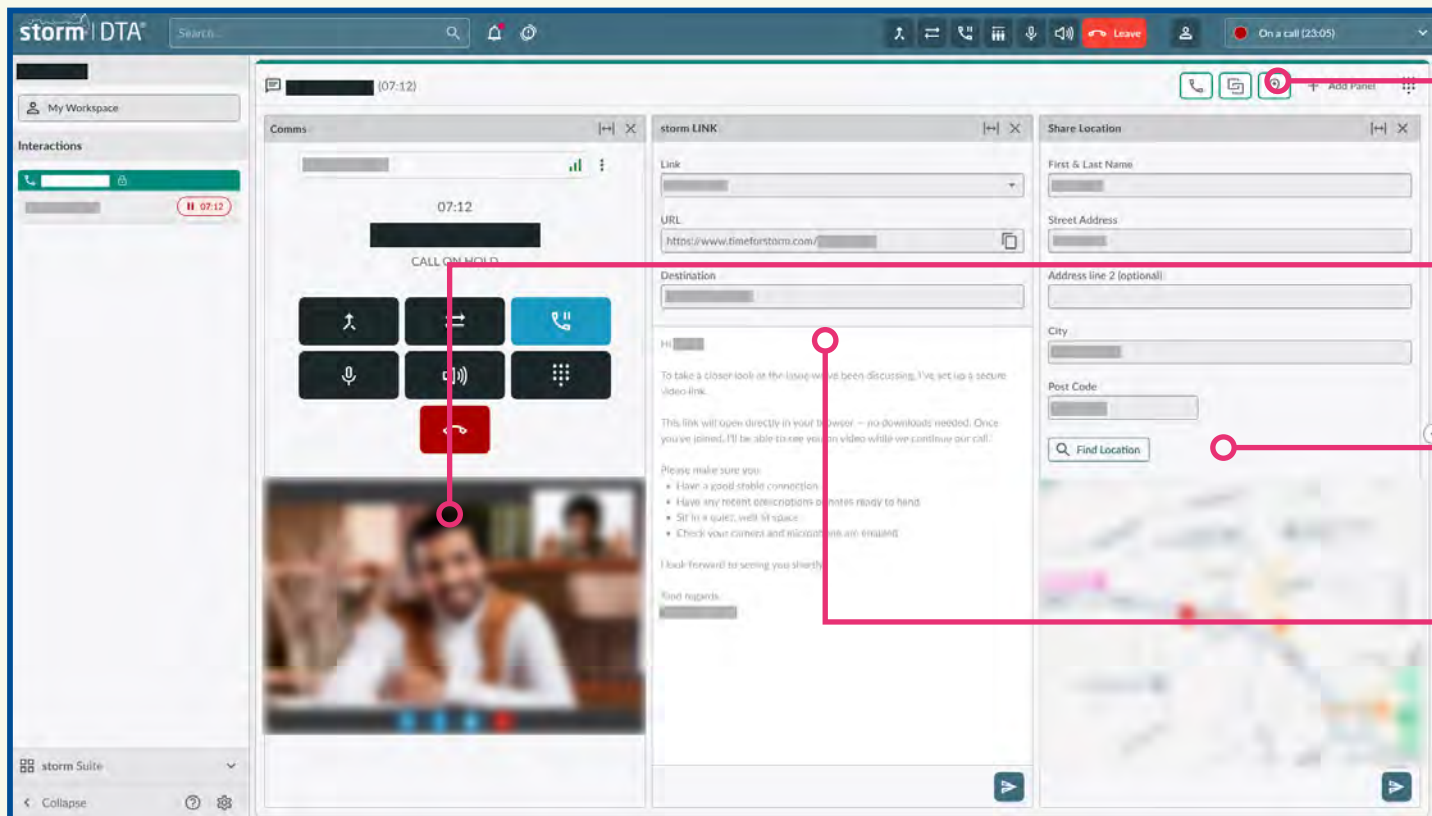
storm LINK[®] is a feature-rich customer engagement tool that allows your organisation to deliver video, file, and location sharing services over a phone call.

Product Highlights

- **Real-time one-way and two-way video calling**, utilising both rear and front-facing cameras for customer convenience
- **Fast file sharing** including images, videos, documents, and photos
- Accurate location sharing
- LINK can be **launched at any time** during a voice call using a single-use WebRTC link sent via SMS or email
- No app or scheduling necessary
- **Customisable templates** that allow supervisors to define messaging, styling, and the features of each LINK call in advance for agents
- **Secure screen and audio recording** of **storm** LINK interactions with **storm**[®] RECORDER[™].

storm LINK® in Action

A unified agent workspace displaying storm LINK functionality within DTA, enabling video, file, and location sharing during a call.



Fast file exchange – Share documents, images, and other files quickly between agents and customers.

Real-time video – Engage with customers using video. Customers can use their front- or rear-facing cameras for convenience.

Accurate location sharing – Receive precise customer location to facilitate faster and more effective service.

Instant invitations – Send secure WebRTC links via SMS to start video or file sharing with customers.



On-the-Go Connectivity through the Cloud

Collaborate and communicate anywhere with mobile communications.

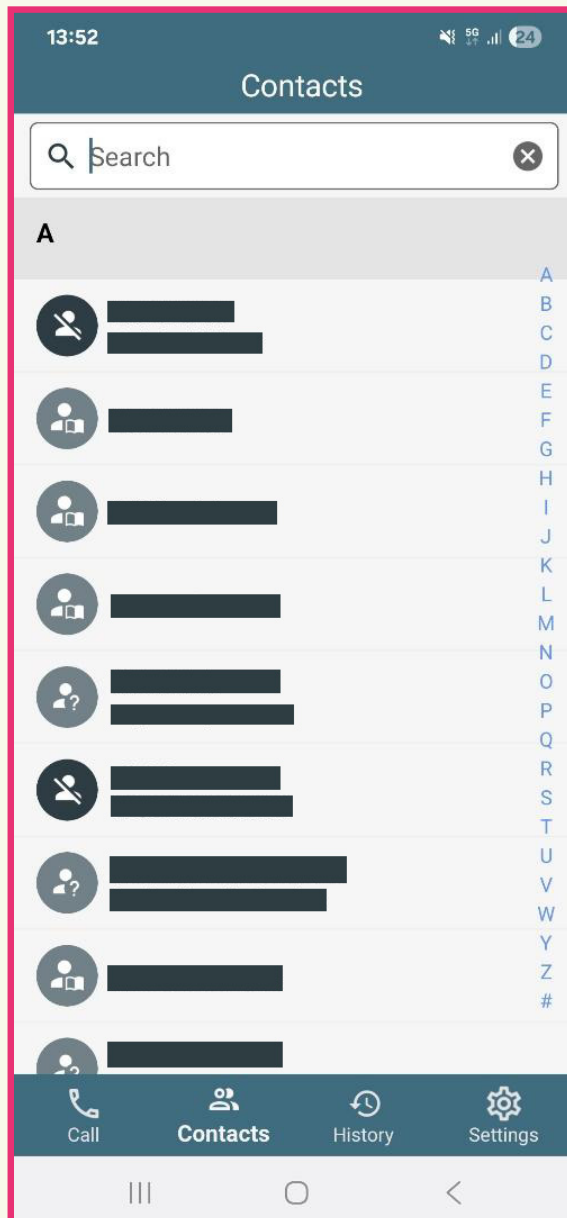
Mobile communications give employees the freedom to communicate and collaborate with colleagues and external contacts alike, from any location—whether for hybrid working or in disaster recovery situations.

With the flexibility to connect with available contacts on-the-go, across both front and back office, and access the expertise needed in the moment through a mobile device, connecting remotely is easy.

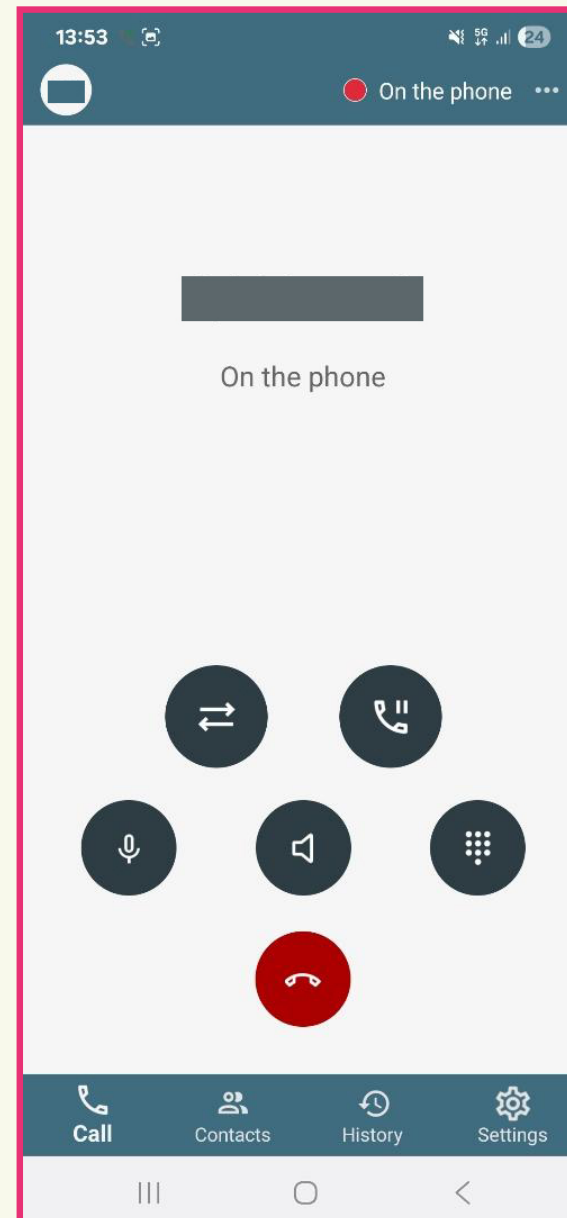
storm® MTA™ (Mobile Task Assistant) is Content Guru's mobile app that lets **storm** users stay connected through the cloud while on the move. All activity is aligned within **storm**, so users can pick up where they left off, regardless of device.

Product Highlights

- Make and receive calls via the **storm** platform using Wi-Fi or cellular data network connection
- Manage your own **storm** availability status, and view the availability status of other **storm** users in **real-time**
- Access contacts and call history **on-the-go**
- **Manage internal messages** with user-to-user messaging
- **Review voicemails in-app**, including the ability to select, play back, and delete messages
- Pair with **storm®** DTA® for easy transition between the **storm®** Web iPath® and **storm** MTA at any time, including in **disaster recovery situations**
- **WCAG 2.2 AA-compliant**, bringing improvements to app accessibility with screen reader support, high contrast mode, and mouse and keyboard compatibility for tablets
- Supported on **both Apple and Android** mobiles and tablets.



Mobile contact list view with search functionality to quickly find and connect with colleagues.



On-call mobile view, showing active call controls including the ability to transfer calls if necessary.



Journey Orchestration

storm® INBOUND™	46
storm® OUTBOUND™	47
storm® FLOW™	48
storm® CONDUCTOR™	50
storm® STUDIO™	52

storm[®] INBOUND[™]

Inbound Customer Engagement

Meet your customers' needs across every interaction.

Customer Experience (CX)-focused organisations need an efficient inbound solution to provide support to customers, on any channel, at any time.

Whether it's a query via social media, a message through an app, or a phone call, you need to ensure customers reach you, both in business-as-usual and Disaster Recovery (DR) situations.

This means enabling self-service, providing routes to live agents where needed, and establishing pre-configured routes for DR situations.

You need a solution that makes configuring all channels easy. This means a single interface to set up your channel access points, with mass change capabilities, version control, and contingency plans for unpredictable situations.

storm[®] INBOUND[™] is an omni-channel inbound customer engagement solution that gives your organisation the means to deliver great customer experiences, every time.

Product Highlights

- Omni-channel access point management in a single, **easy-access interface**
- Channels include **social media, messaging, video, and voice**
- **Unified customer experience ecosystem** in the cloud with additional outbound functionality and channels like Microsoft Teams for **storm[®] UC[™]** users.
- One-click or call-activated disaster recovery routing to update services **without customer impact**.

storm[®] OUTBOUND[™]

Powerful Outbound Campaign Builder

Agent time is valuable.

Manually building and executing outbound campaigns restricts the productivity of your agents, reducing the number of sales made, and impacting revenue.

You need a solution that maximises agent utilisation. A solution that automates the process of contacting customers and prospects, actively predicts when your agents will become free, and lines up outbound calls just in time.

storm[®] OUTBOUND[™] is a powerful outbound dialer that automates omni-channel customer engagement, tracks performance automatically, and adapts call triggering rates accordingly.

Product Highlights

- Intelligent scheduling of outbound communications with support for callbacks, allowing you to **meet your campaign needs** as well as **customer preferences**
- Native contact list creation and management using CRM or third-party system data
- **Intuitive outbound service configuration** for both live-voice campaigns (preview, progressive, and predictive dialing modes), and agent-free campaigns (email, SMS, and automated messages)
- Dialer information, including customer details and campaign scripts, are displayed on the agent's screen in **storm[®] DTA[®]**
- Support for ongoing campaigns and **proactive outreach across voice and digital channels**, for informing customers of routine and one-off events, such as a delivery or special offers
- **Real-time and historical reporting** on campaigns using **storm[®] VIEW[™]**, Content Guru's centralised reporting dashboard.

storm[®] FLOW[™]

Build and Manage the Services Your Customers Need.

Creating and maintaining services to meet the ever-evolving needs of your customers' requires best-in-class functionality and an easy-to-use interface.

Simplify building even the most complex service flows with an intuitive and powerful drag-and-drop service designer. Use leading AI capabilities to provide customers with self-service journeys, and improve efficiency. To help your agents deliver connected customer experiences, build omni-channel service flows that surface vital information from other systems, and deliver it to the agent's fingertips.

storm[®] FLOW[™] is a powerful customer journey creation tool that gives organisations the capability to build personalised and data-driven services, and manage them in a single browser-based interface.

Product Highlights

- Real-time customer journey management tool for creating and managing inbound and outbound **omni-channel service flows**
- **AI-powered services**, including Natural Language Processing, Large Language Models, and conversational AI for 24/7 self-service
- Automatically pull data **from any system** that supports REST APIs, including CRMs, Internet of Things (IoT) devices, and other data systems
- Native reporting and live monitoring of FLOW services within the **real-time and historical reporting tool, storm[®] VIEW[™]**
- **Intuitive drag-and-drop service creation** using action cells – the building blocks of a service that carry out a specific function
- **Real-time revision control**, with the ability to instantly roll services backwards or forwards as service features change.

Related Products

storm® DTA® 40

Omni-Channel Agent Desktop

storm® INBOUND™ 50

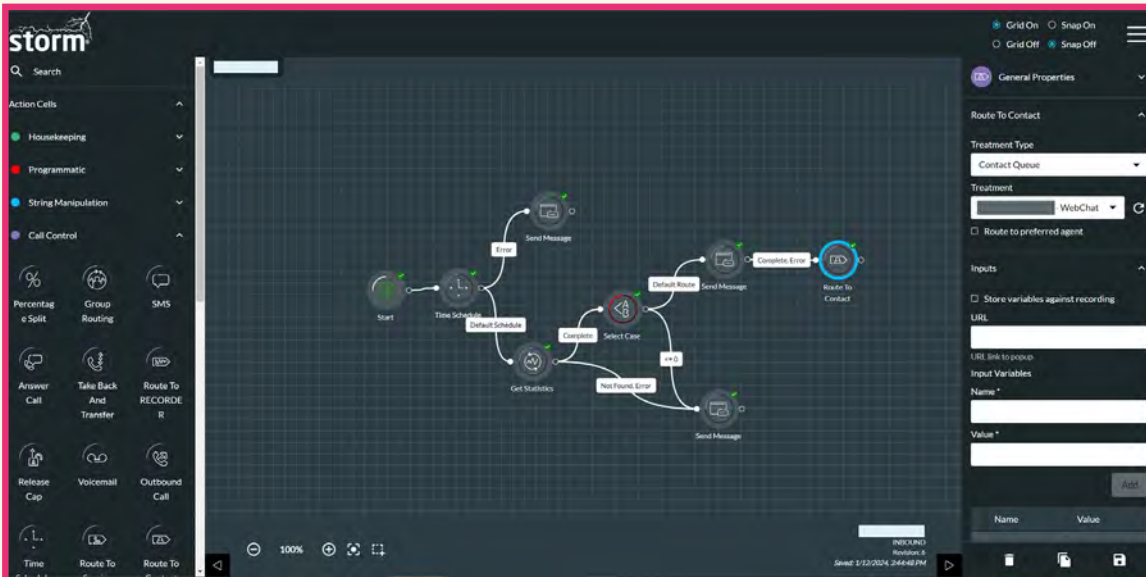
Inbound Customer Engagement

storm® OUTBOUND™ 51

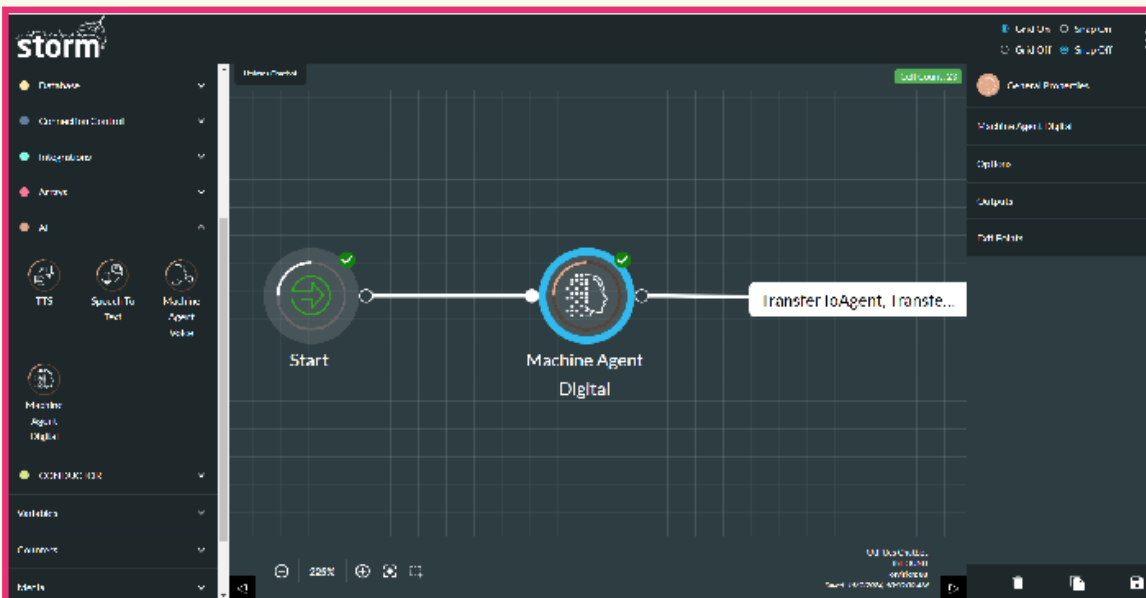
Powerful Outbound Campaign Builder

storm® VIEW™ 62

Real-Time Visibility and Historical Analytics



Drag-and-drop interface for designing and customising customer service flows easily within FLOW.



Enable Machine Agents in customer journeys to provide AI-powered, 24/7 self-service.

storm[®] CONDUCTOR[™]

Push Power to the Edge

Balancing control with the speed of change.

The power to make changes to customer journeys typically rests with a system administrator. But there's an easier way to ensure service changes can be made quickly, and safely — with a more transparent tool set.

Your organisation needs to push power to the edge with an easy-to-use interface for team leaders, letting them act quickly to make vital service changes.

storm[®] CONDUCTOR[™] is an interface for team leaders to control and manage elements of their own services where permitted by an administrator.

Product Highlights

- **Straightforward** number and destination management for non-technical users
- Easily customisable service parameters, enabling **instant and secure deployment** of mass changes to your customer experience configuration
- Intuitive and accessible **WCAG 2.2 AA-compliant** interface for users to control and manage the elements of their omni-channel services
- **Built-in prompt and announcement creation**, integrated text-to-speech facility, and external media support
- **Granular queue and agent management** including creating and updating agent groups, skills, schedules, matching rules, and prioritisation rules
- Prompt Playground to create and update **storm[®] RTAS[™]** Summarisation templates without the need for **storm[®] STUDIO[™]** access
- Strict allocation of services to users carried out by administrators, and detailed audit logs that administrators can view and export, **to track changes and monitor services.**

Related Products

storm® RTAS™ 28

Real-Time Transcription and Summarisation

storm® DTA® 40

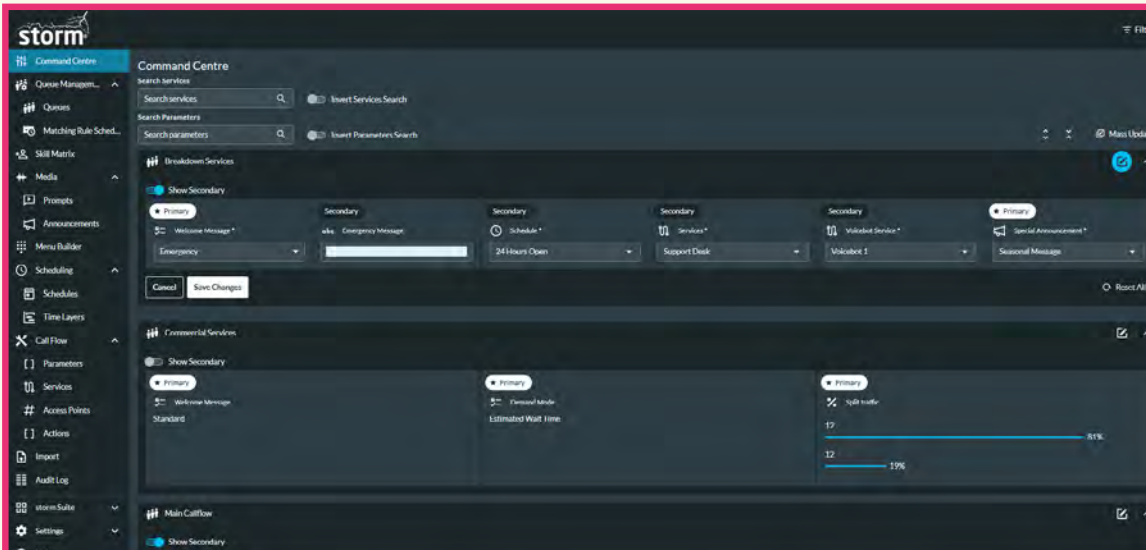
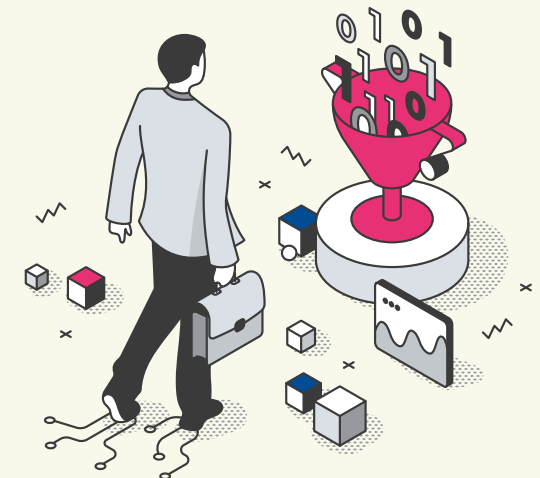
Omni-Channel Agent Desktop

storm® FLOW™ 52

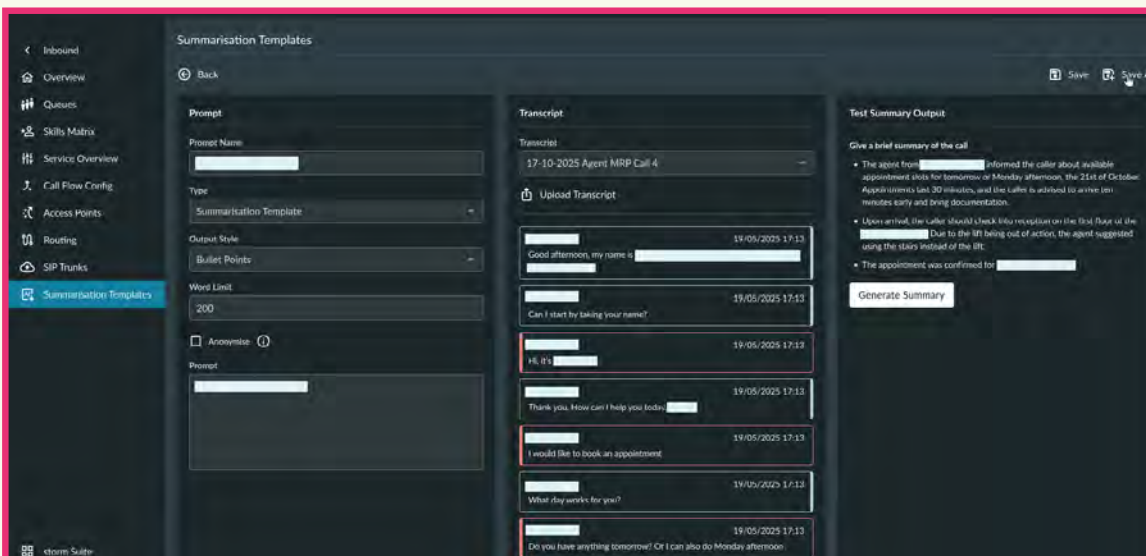
Build and Manage the Services your Customers Need

storm® VIEW™ 62

Real-Time Visibility and Historical Analytics



A central command interface for team leaders to manage services, queues, and configuration settings with ease.



The Prompt Playground, where users can create and test transcript summarisation templates instantly.

storm[®] STUDIO[™]

Centralised Administration Hub

One interface for complete control of your Customer Experience Operation.

Managing modern customer service requires flexibility, speed, and simplicity. Too often, administrators must jump between multiple tools to configure services, update routing, or run reports, slowing down change and creating unnecessary complexity. Fragmented tools slow down change and make it harder for administrators to manage services effectively.

A unified interface puts the power back in your administrators' hands. With one login, they can access all areas of the CX estate, from inbound and outbound service configuration, to reporting, and system admin. Administrators can configure and manage services easily and intuitively, applying updates instantly to keep your business agile and in control.

storm[®] STUDIO[™] is the central hub where your administrators can configure, monitor, and optimise every aspect of your CX, all in one place.

Product Highlights

- A centralised GUI with single sign-on (SSO), giving **seamless access to all administrator functions**
- Easy and intuitive service management, enabling administrators to **maintain control in-house**
- Real-time adaptability, with routing, treatments, and business rules **updated instantly**
- Granular audit logging, reporting, and user management for **full transparency and governance**.

Related Products

storm® DTA® 40

Omni-Channel Agent Desktop

storm® INBOUND™ 50

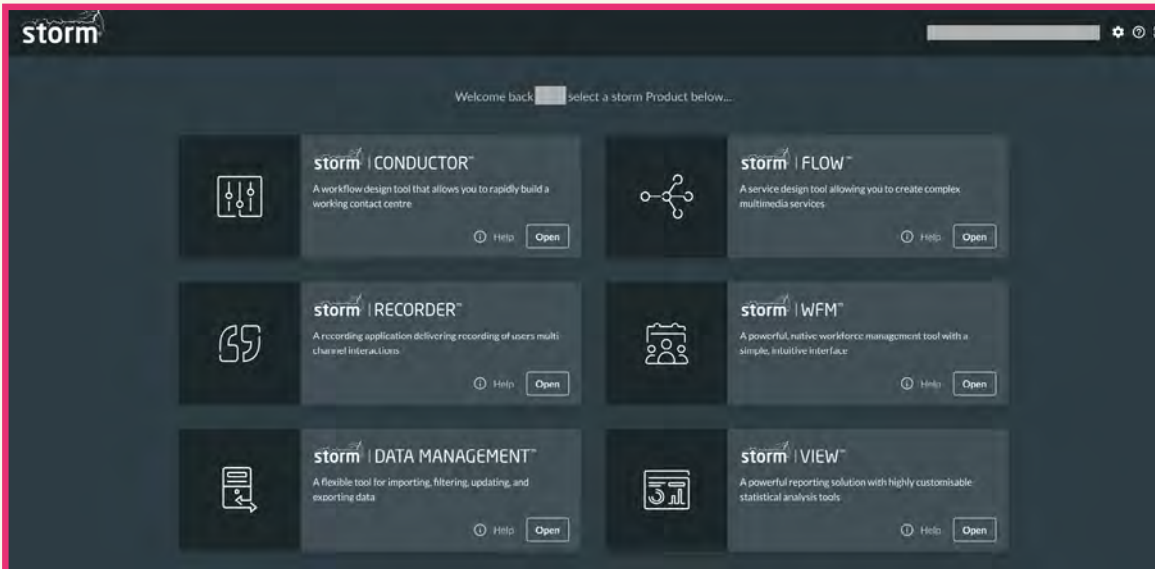
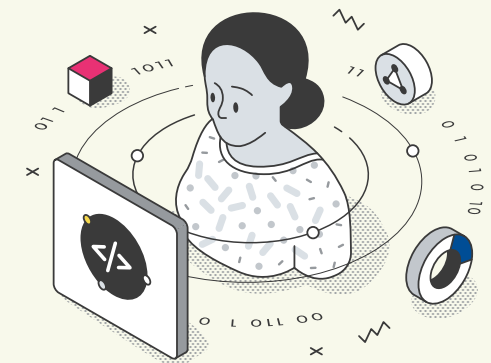
Inbound Customer Engagement

storm® OUTBOUND™ 51

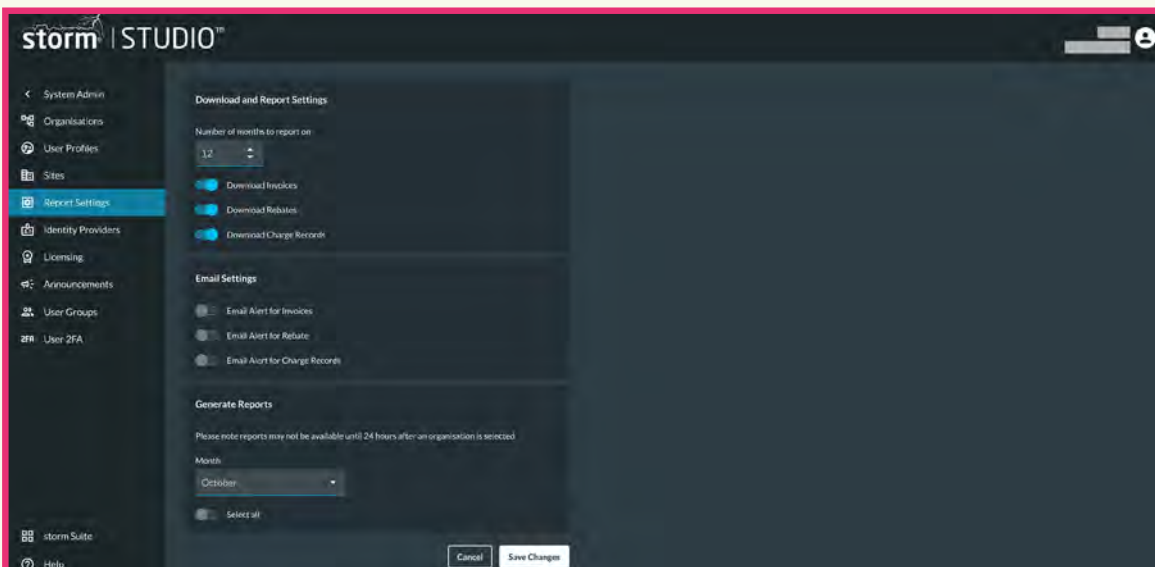
Powerful Outbound Campaign Builder

storm® VIEW™ 62

Real-Time Visibility and Historical Analytics



Centralised admin interface providing direct access to all administrative functions within the **storm** suite.



A settings page for organisation-wide configuration, giving administrators full control over the CX environment.



Workforce Engagement Management

storm® WFM™	56
storm® VIEW™	58
storm® RECORDER™	60
storm® SCREEN RECORDING™	62
storm® TRANSCRIPTION™	64
storm® ANALYTICS™	66
storm® QM™	68

storm[®] WFM[™]

Fully Integrated Workforce Management

Accurate scheduling, staffing, and forecasting are essential for organisations to thrive.

Forecasting interactions across multiple channels and queues can be both time consuming and data-intensive. To optimise resources, you need to adapt dynamically, using historical trends and anticipated anomalies, while avoiding both under- and over-scheduling agents.

You want to go further than simply achieving SLAs. Delivering customer-centric experiences, increasing your workforce productivity, and reducing attrition rates, are all key business imperatives.

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

Product Highlights

- **Drag-and-drop scheduling**, using Average Handling Time and target SLAs to generate schedules, factoring in agent skills and shift preferences
- **Detailed forecasting for interaction volumes** and agent staffing based on historical data in either 5 or 15-minute intervals
- Integrates with the **storm[®] DTA[®]** desktop to allow agents to view schedules, swap shifts, and request time off **within a single interface**
- **Real-time monitoring of performance** against SLAs, interaction volumes against forecasts, and agent volumes against forecasts
- Admins can **set performance parameters**, configure alerts, set agent states, track time off requests, and design schedule and shift templates
- **Comprehensive intraday page**, allowing for comparisons between actual daily demand levels and forecasted demand levels
- **At-a-glance adherence reporting** illustrates an agent's alignment with their schedule.

Related Products

storm® DTA® 40

Omni-Channel Agent Desktop

storm® VIEW™ 62

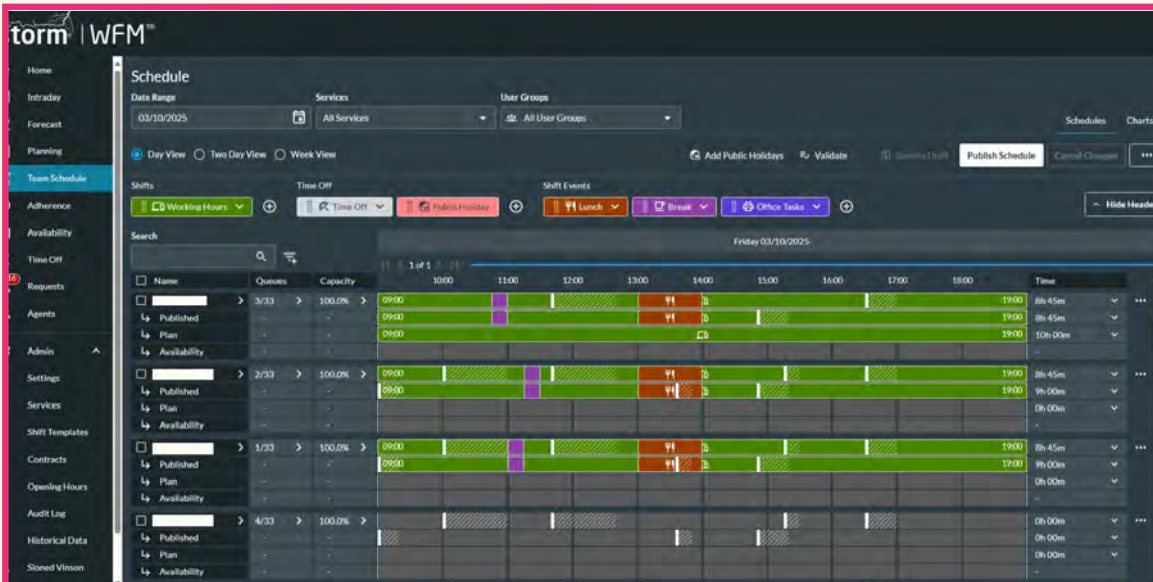
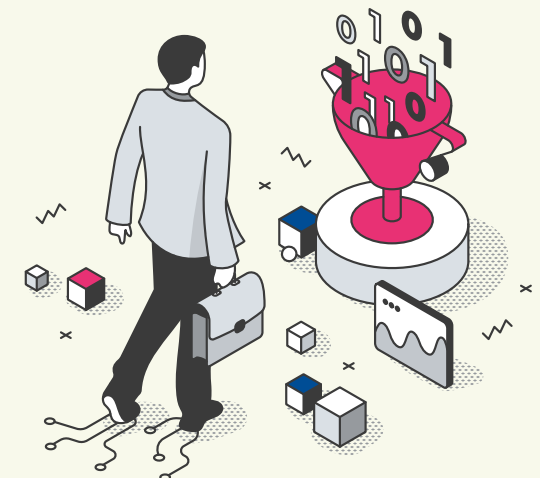
Real-Time Visibility and Historical Analytics

storm® RECORDER™ 64

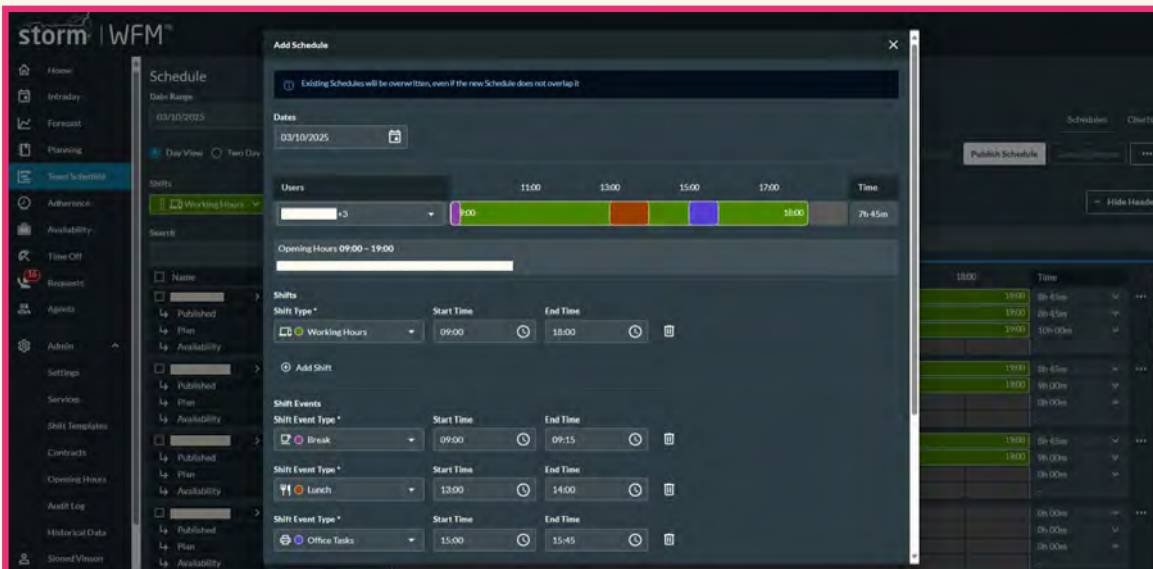
Compliant Omni-Channel Recording

storm® QM™ 72

Automatic Quality Management



A collated view of agent schedules, including custom events to ensure the workforce is prepared for any situation.



The schedule creation screen, with options to build new custom schedules or quickly generate from templates.

storm[®] VIEW[™]

Real-Time Visibility and Historical Analytics

Detailed insights into the customer journey – past and present.

The ability to see both real-time performance and historical trends is crucial to understanding patterns and making informed decisions.

To make sense of large volumes of data, and view only the metrics that matter, you need a customisable and modular reporting tool.

With complete control over report and wallboard layouts, your supervisors can manipulate datasets and reports to their needs. Real-time service feedback triggers, and intelligent automation of reports reduce workload, freeing up time to act on insights and improve service performance.

storm[®] VIEW[™] offers highly customisable real-time and historical reporting capabilities across all channels.

Product Highlights

- Real-time and historical reporting across all channels. **Generate reports instantly** for any time period, and switch between live and historical views with a click
- **Accurate-to-the-second** wallboards
- **Intuitive, drag-and-drop interface** for flexible and fully customisable reports, including the ability to view historical modules in a real-time dashboard
- **Secure sharing of reports and data.** Automatic distribution by email or SFTP, report tab locking, and editable templates
- **Trigger alerts** and notifications via SMS, automated voice services, and email
- Export data via APIs for **real-time and historical reporting** across third-party software.

storm® VIEW™ in Action

An example real-time wallboard with multiple live statistics displayed in a customisable layout.



Secure report sharing – Distribute real-time and historical reports safely with controlled access.

Customisable layout – Drag and drop panels to create the exact view your supervisors need.

Flexible time views – Toggle between hourly, daily, or weekly data for deeper analysis.

Completion code insights – Track why calls ended, helping identify trends and service gaps.

storm[®] RECORDER[™]

Compliant Omni-Channel Recording

Record, manage, and scrutinise your interactions in a single application.

Capturing, storing, and analysing interactions form a vital part of your customer services quality assurance framework, and are non-negotiable for industries that must maintain regulatory compliance.

To help your team manage the vast amount of data produced by your customer services, you need a solution that is easy-to-use, with secure, stable, and scalable storage.

storm[®] RECORDER[™] is Content Guru's cloud-based, omni-channel communications recording and management solution, which allows you to record and archive your audio recordings, capture digital channel activity, and analyse all interactions in a single dashboard.

Product Highlights

- **Stereo voice recording capability**, and automatic capture of all interaction types through the optional screen recording module
- **storm RECORDER** provides secure, cloud-based storage capacity, and is **certified by Microsoft Teams** for compliance recording
- **Powerful search facilities**, including recording tagging and 'Smart Folders', enabling detailed and dynamic filtering of interactions
- **Comprehensive playback function**, allowing users to replay audio, video, screen recordings, and transcripts simultaneously, switch between the speaker in focus, add bookmarks, and make recording snippets
- **AI-supported interaction and performance** analytics capabilities through optional call recording transcription, interaction analytics, and quality monitoring modules
- **Advanced security controls** with audio and transcript redaction, and configurable data retention and disposal policies
- **WCAG 2.2 AA-compliant**, ensuring ease of use for users of all abilities, including cognitive and physical disabilities.

storm® RECORDER™ in Action

The RECORDER interface displaying a past call, including playback controls, bookmarking, and snippet creation tools for detailed review.

The screenshot displays the storm RECORDER interface. At the top, there's a search bar and navigation tabs. Below, a table lists call segments with columns for Start Time, Duration, Media Content, Participants, and Username. The table shows several segments, with one highlighted in blue. Below the table is a large audio waveform with a timeline at the bottom. On the right side, there's a 'Bookmarks' panel with options to add, clear, and view bookmarks. A 'Snippets' panel is also visible, showing extracted segments with their durations and timestamps. The bottom of the interface features playback controls including play, pause, and fast-forward buttons, along with a volume slider and a download button.

Start Time	Duration	Media Content	Participants	Username
	137 seconds	Audio		
	110 seconds	Audio		
	92 seconds	Audio		
	125 seconds	Audio		
	123 seconds	Audio		
	32 seconds	Audio		
	32 seconds	Audio		
	30 seconds	Audio		

Full call overview – Scan the interaction for long pauses or silence to optimise efficiency.

Highlight key moments – Bookmark specific parts of the conversation to flag areas for improvement or further review.

Snip and save – Extract important sections of calls to assist in agent training and coaching.

Flexible playback – Pause, play, and fast-forward recordings as needed.

storm[®] SCREEN RECORDING[™]

Pixel-Perfect Screen Recording

To provide full auditability, you need the complete picture of interactions.

Screen recording is crucial for ensuring process adherence, uncovering areas for improvement, and achieving regulatory compliance.

A 360° view of interactions reconstructed from screen recordings provides full transparency on agent activity, which is essential for identifying learning gaps, providing targeted feedback, and importantly, proving compliance. Indeed, regulators distribute penalties to those organisations who cannot prove that they have addressed their compliance obligations adequately.

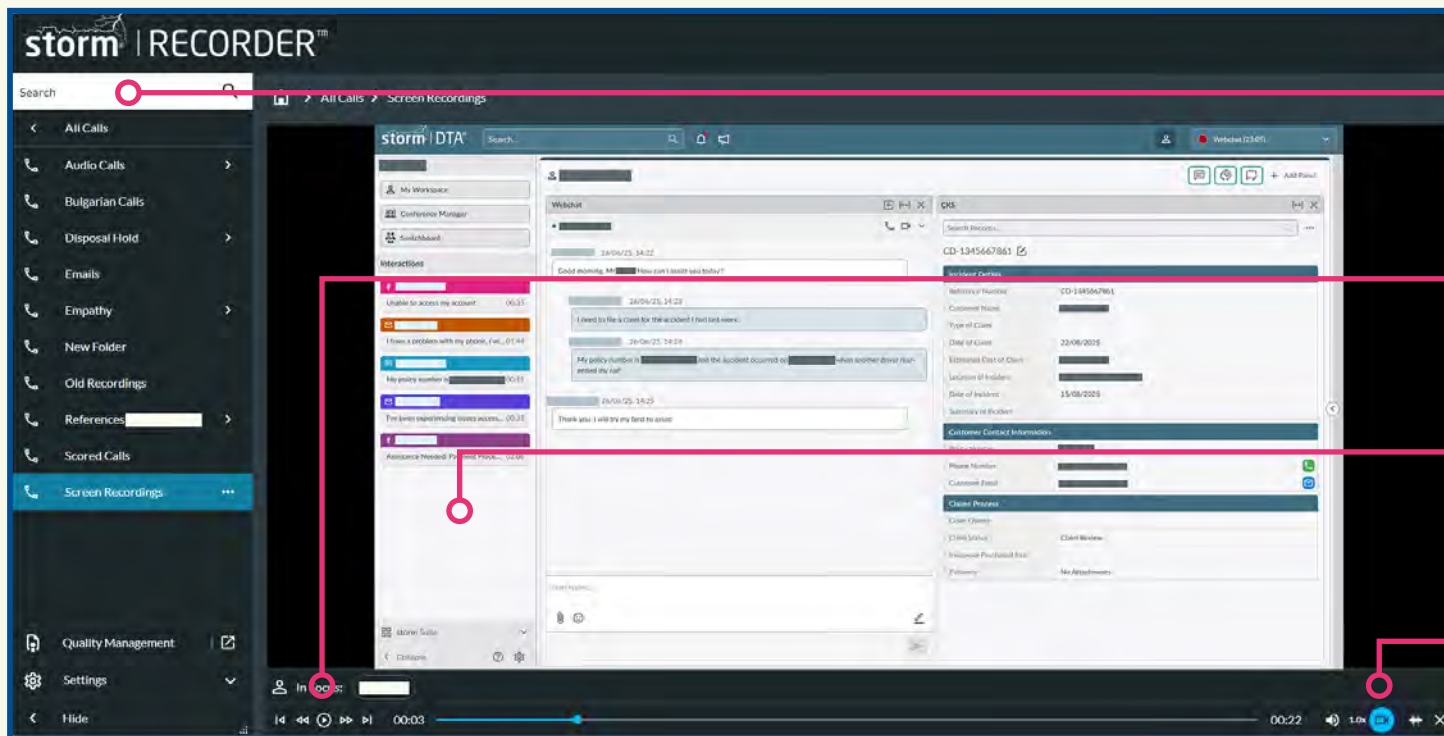
storm[®] SCREEN RECORDING[™] enables organisations to record their agents' screen activity, to identify training opportunities, ensure process adherence, and prove regulatory compliance.

Product Highlights

- Automatic screen recording, **capturing all interaction types** and activity across multiple screens
- Independent recording of up to three monitors, where each screen is **recorded at full resolution**, and can be replayed as a whole or separately
- Screen recordings, video, and audio are stored and combined in **storm RECORDER**, our omni-channel recording solution, for a **360° view of every interaction**
- Playback capability **complete with bookmarking and snippet tools**, and the ability to zoom into multi-head screen recordings while retaining integrity, even at high resolution
- Custom retention rules for interaction recordings and associated data, giving **full control** over when recorded data is deleted.

storm® SCREEN RECORDING™ in Action

The SCREEN RECORDING interface capturing an agent's entire screen, with playback, bookmarking, and snippet functionality.



Search and filter – Easily locate recordings by agent or other criteria for focused analysis.

Flexible playback – Pause, play, and review recordings with precision.

Complete interaction capture – Record all agent activity across multiple screens and channels.

Highlight key moments – Bookmark important parts of the interaction for training or review.

storm[®] TRANSCRIPTION[™]

Automatic Transcription of Call Recordings

Obtain actionable insights from your call recordings.

For effective compliance monitoring, organisations must go beyond small-scale random sampling of calls.

Through industry-leading speech recognition technology, highly accurate transcripts can be generated across large volumes of calls. Much wider search and categorisation criteria can be applied to these calls, providing higher granularity for sorting and storing voice interactions, optimising compliance monitoring.

storm[®] TRANSCRIPTION[™] automatically generates speech-to-text transcripts of call recordings, giving quality and compliance teams the power to analyse voice calls thoroughly.

Product Highlights

- **Automatic speech-to-text transcription** of call recordings
- **Support for multiple languages** within **storm TRANSCRIPTION**, with support for one language per conversation
- Used with the **storm[®] RECORDER[™]** omni-channel recording solution, providing a single interface to **uniformly analyse interactions** regardless of communication channel
- Interaction transcripts are added to the recording entry, and are **replayed side-by-side** in **storm RECORDER**
- Karaoke mode **highlights words in the transcript** as they are spoken. Selecting words in the transcript will jump to that point in the recording.

Related Products

brain® 18

AI Orchestration Layer

storm® RTAS™ 28

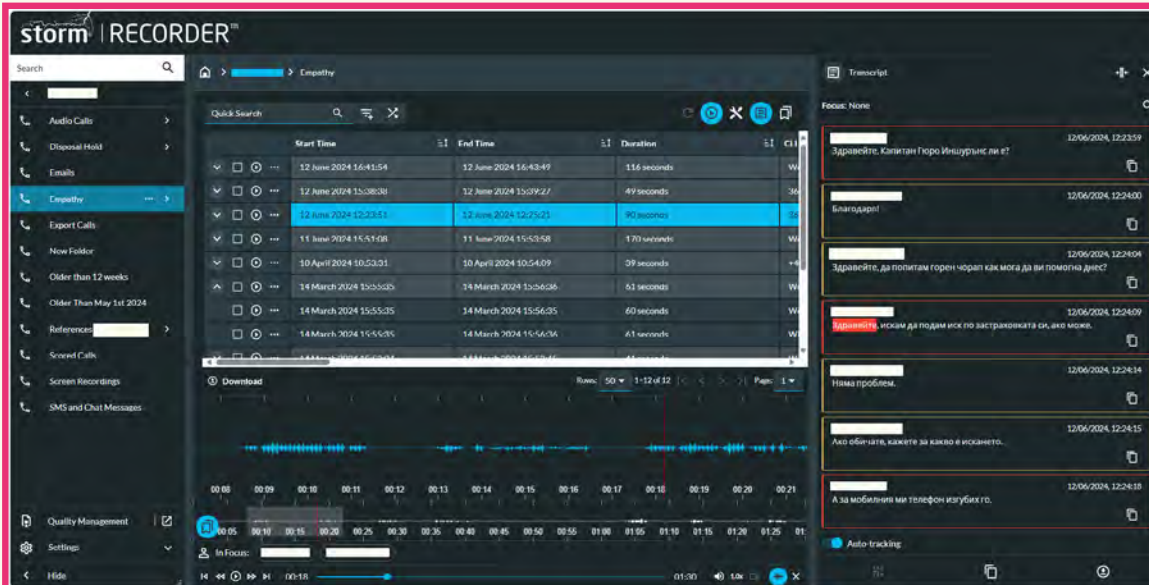
Real-Time Transcription and Summarisation

storm® RECORDER™ 64

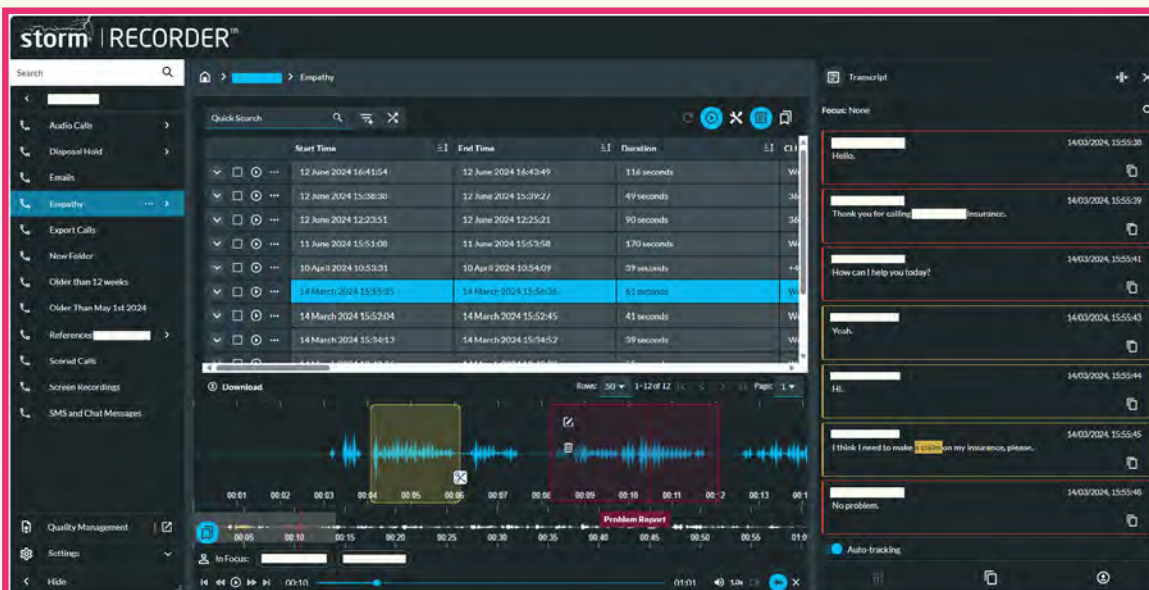
Compliant Omni-Channel Recording

storm® QM™ 72

Automatic Quality Management



View of a transcript in a different language, demonstrating TRANSCRIPTION's multi-language capabilities.



Transcript of a call with bookmarked sections, highlighting moments of interest within the recording for easy review.

storm[®] ANALYTICS[™]

AI-Backed Interaction Analytics

Uncover the insights in your call recordings.

Customer interactions offer a wealth of data. Analysing the unstructured natural language of voice calls allows you to identify trends and areas for improvement, and evaluate agent performance to improve the customer experience.

By applying AI and keyword tracking to recordings, you can gain valuable insight into customer behavior and agent performance, providing metrics such as sentiment, statement detection, and script adherence, and the means to measure overtalk and silence.

storm[®] ANALYTICS[™] uses AI to extract insights from your call recordings, to identify trends, patterns, and interactions for further review.

Product Highlights

- **Best-in-class language technologies** for analysing large volumes of interactions quickly and accurately, including Automatic Speech Recognition (ASR) and Natural Language Processing (NLP)
- Automatic grouping of interactions into **Smart Folders** within **storm[®] RECORDER[™]**, Content Guru's omni-channel recording solution
- Statement detection indicates the presence of required statements, and provides **insight into the quality of their delivery**
- Script-adherence algorithms flag-up instances where scripts are **followed or not followed**
- **Sentiment analysis** identifies positive and negative sentiment within interactions. Sentiment information can be incorporated into dashboards and historical searches, allowing users to see sentiment-related issues as they are reported, and as trends over time
- The ability to **identify context**, entities (proper nouns), overtalk, and silence.

storm[®] ANALYTICS[™] in Action

A detailed breakdown of a customer phone call, showing metrics such as sentiment, confidence, and conversation topics.

The screenshot displays the storm ANALYTICS interface. On the left is a sidebar with navigation options: Audio Calls, Disposed Hold, Emails, Empathy (selected), Export Calls, New Folder, Older than 12 weeks, Older Than May 1st 2024, References Content Guru, Scored Calls, Screen Recordings, SMS and Chat Messages, Quality Management, Settings, and Hide. The main area shows a table of calls with columns for Start Time, End Time, and Duration. A call from 14 March 2024 15:55:35 is selected. To the right of the table, a 'Properties' panel shows details for the selected call: Start Time, End Time, Duration (60 seconds, 61 seconds), Context (/Finance/Insurance (93%)), Entities (problem (23%), claim (10%), call (6%), team (6%), support (6%), cloud (5%), pictures (3%), details (4%), feet (2%), something (2%), loss (1%), phone (1%), insurance (2%), claim (21%), baby pictures (18%), mobile phone (17%), son (16%)), Sentiment (0.20), Magnitude (700, 740), Percent Overtalk (8), Max. Overtalk (< 1 second), Percent Silence (12), Max. Silence (3 seconds), Confidence (94.99), and a transcript. The transcript shows a conversation between a customer and an agent, with the agent asking 'How can I help you today?' and the customer responding 'I think I need to make a claim on my...'. The interface also includes a search bar, a quick search bar, and a download button.

	Start Time	End Time	Duration
	12 June 2024 16:41:54	12 June 2024 16:43:49	116 seconds
	12 June 2024 15:38:38	12 June 2024 15:39:27	49 seconds
	12 June 2024 12:23:51	12 June 2024 12:25:21	90 seconds
	11 June 2024 15:51:08	11 June 2024 15:53:58	170 seconds
	10 April 2024 10:53:31	10 April 2024 10:54:09	39 seconds
	14 March 2024 15:55:35	14 March 2024 15:56:36	61 seconds
	14 March 2024 15:55:35	14 March 2024 15:56:36	60 seconds
	14 March 2024 15:55:35	14 March 2024 15:56:36	61 seconds
	14 March 2024 15:52:04	14 March 2024 15:52:45	41 seconds
	14 March 2024 15:34:13	14 March 2024 15:34:52	39 seconds
	14 March 2024 12:42:06	14 March 2024 12:43:02	55 seconds
	14 March 2024 12:30:54	14 March 2024 12:31:30	36 seconds
	13 March 2024 17:35:27	13 March 2024 17:36:08	41 seconds
	13 March 2024 16:23:38	13 March 2024 16:23:59	21 seconds

Properties

Start Time
14 March 2024 15:55:35

End Time
14 March 2024 15:56:36

Duration
60 seconds, 61 seconds

Context
/Finance/Insurance (93%)

Entities
(3%) problem (23%) claim (10%) call (6%) team (6%) support (6%) cloud (5%) pictures (3%) details (4%) feet (2%) something (2%) loss (1%) phone (1%) insurance (2%) claim (21%) baby pictures (18%) mobile phone (17%) son (16%)

Sentiment
0.20

Magnitude
700, 740

Percent Overtalk
8

Max. Overtalk
< 1 second

Percent Silence
12

Max. Silence
3 seconds

Confidence
94.99

Transcript

Focus: None

14/03/2024, 15:55:38
Hello.

14/03/2024, 15:55:39
Thank you for calling.

14/03/2024, 15:55:41
How can I help you today?

14/03/2024, 15:55:42
Yeah.

14/03/2024, 15:55:44
Hi.

14/03/2024, 15:55:45
I think I need to make a claim on my...

Auto-tracking

Confidence scoring – Review how accurately speech recognition has transcribed each part of the interaction.

Measure conversation quality – Track overtalk and silence to uncover moments of potential friction or agent dominance.

See sentiment at a glance – Instantly understand whether the interaction carried a positive, neutral, or negative tone.

Drill into call detail – Access a full transcript, and replay the conversation audio side-by-side, to assist with reviewing interactions.



Automatic Quality Management

Your quality team needs to constantly provide coaching, development, and governance compliance.

Manual performance analysis can only work with very small samples. Your quality team needs automation to see the full picture, from routine performance evaluations and interaction scoring, to agent coaching and insight gathering.

To meet service expectations, they need an automated solution that uncovers trends quickly, and fosters better agent performance.

storm® QM™ is an advanced quality management solution that provides AI-assisted interaction analysis and agent coaching capabilities. It allows quality teams to evaluate many more interactions, and deliver coaching and development more consistently.

Product Highlights

- Automated scoring of agent interactions using AI, **enabling performance evaluation at scale**, reducing the volume of manual scoring, and improving the chances of spotting transient and occasional issues
- Streamlined agent monitoring and coaching with **automated scoring and feedback**. Version control over the assessment process allows supervisors to log changes made to scores based on agent responses
- Detailed searching, filtering, and **analysis of scored content** with **storm®** VIEW™ and **storm®** RECORDER™
- Intuitive, browser-based interface that is accessible in accordance with the **Web Content Accessibility Guidelines (WCAG 2.2 AA)**
- **storm** QM is used as an additional feature of the **storm** RECORDER omni-channel recording solution.

Related Products

brain® 18

AI Orchestration Layer

storm® RTAS™ 28

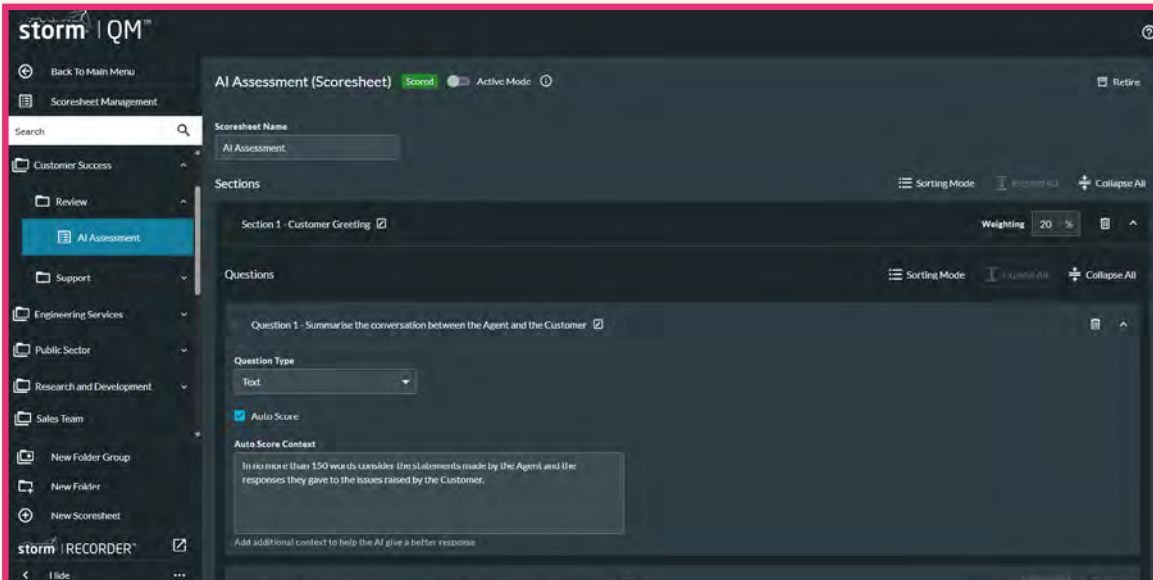
Real-Time Transcription and Summarisation

storm® RECORDER™ 64

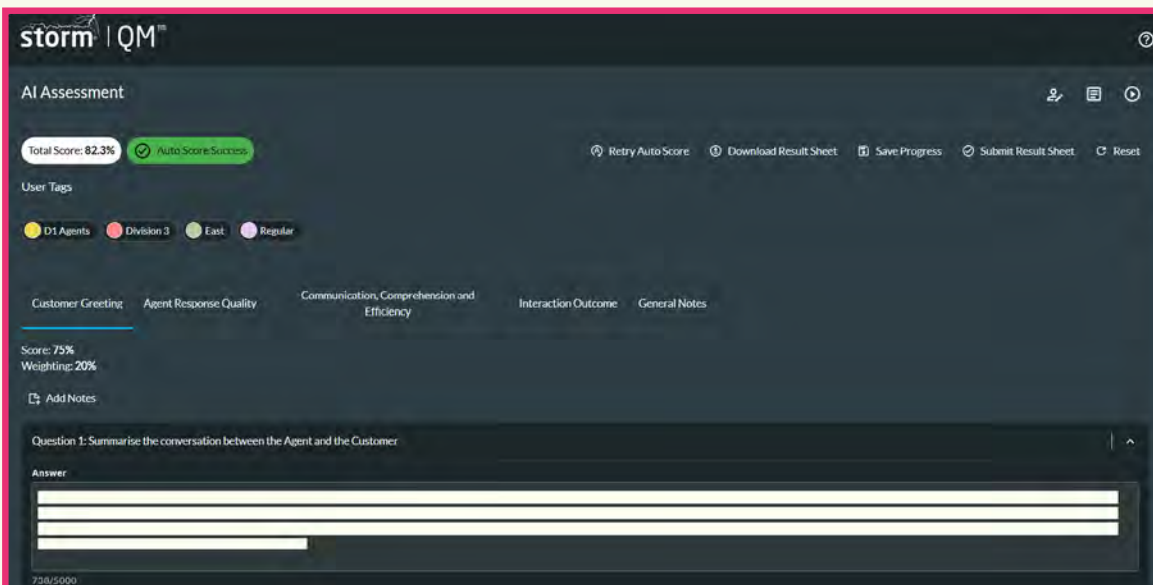
Compliant Omni-Channel Recording

storm® ANALYTICS™ 66

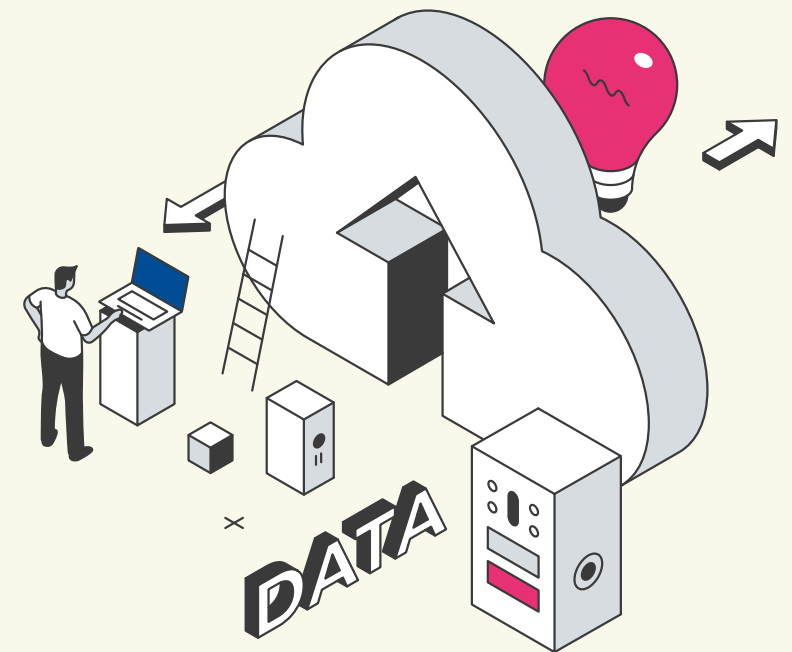
AI-Backed Interaction Analytics



An AI assessment scoresheet template showing the setup of evaluation criteria and custom scoring.



Assessment results with the final score and scores for different aspects of the call like greetings, outcomes, and communication.



Data & Integrations

storm CKS®	72
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storm CKS[®]

World-Leading Customer Data Platform

Aggregate and unify your customer data in a single environment.

A Customer Data Platform (CDP) combines multiple customer datasets together into a single, easily accessible, and cost-effective system.

With a CDP, organisations can pull information into services and agent screens to deliver personalised and connected customer experiences. No more searching across different applications, or manually updating systems post-interaction. A CDP automatically pushes information back into individual systems, preventing data siloes and ensuring consistency across your entire CX estate.

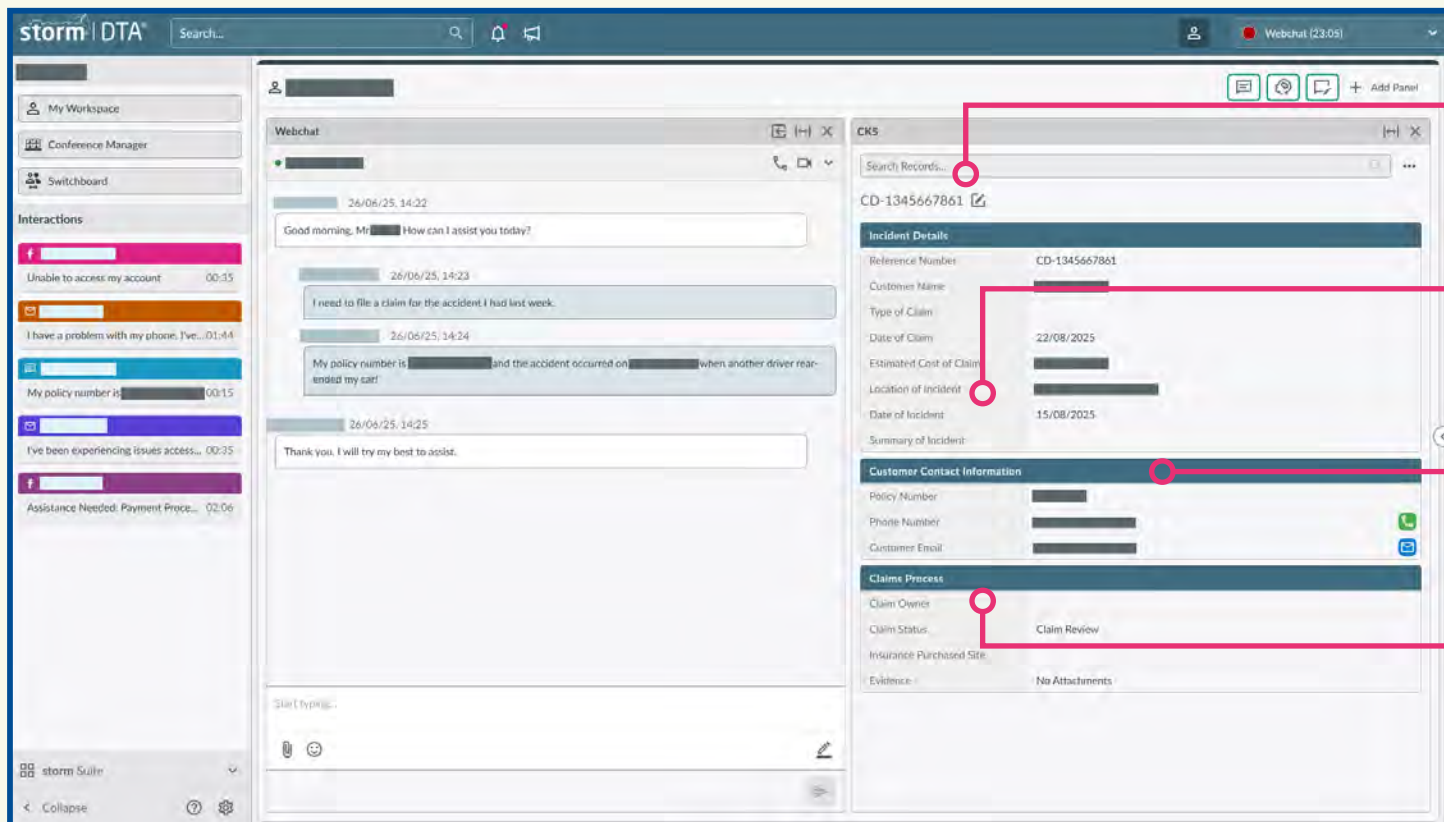
storm CKS[®] (Customer Knowledge System) is Content Guru's world-leading CDP that makes personalised customer service easy.

Product Highlights

- **Unified customer data**, from all systems of record and databases, in a single solution
- 360° omni-channel customer journey mapping right at the agent's fingertips **through a single interface, storm[®] DTA[®]**
- **Personalised customer information screen pops** for agents, even when servicing concurrent interactions on a single screen
- **Easy to set up, control, and administer securely**, with flexible deployment options including customisable and dynamic forms
- Optional Knowledge Management system available as part of **storm** CKS to **democratise knowledge across an organisation**
- Journey-wide sentiment analysis, giving agents an insight into how the customer is feeling based on the **interaction history**
- Case management functionality, with case queuing, assignment, and wrap-code shortcuts for **faster resolution**
- **Power automation with CKS information.** Trigger workflows and enable two-way data exchange with other systems, such as **storm[®] FLOW[™]**, keeping both agent-assisted and self-service journeys accurate.

storm CKS® in Action

A unified workspace combining live chat with a customer, and a CKS panel displaying key customer details and custom fields.



Fast record search – Instantly pull up related customer records, keeping every interaction informed and connected.

Channel-agnostic view – Use the same CKS record whether the customer contacts you by chat, email, or social media.

All customer details in one place – Access contact information, interaction history, and custom fields without switching systems.

Dynamic forms – Capture key data such as claim type or case details directly during the conversation.

storm[®] INTEGRATE[™]

Seamless CX Integrations

Modern businesses run on a technology tapestry.

Organisations often build technology stacks over years, in response to needs as they arise. This can lead to agents having to switch between multiple screens, duplicate solutions with the same functionality, and difficulties coordinating workflows across the entire estate.

Success depends on how well third-party systems are interconnected. Your organisation needs a unified network of integrations to support industry-leading efficiency.

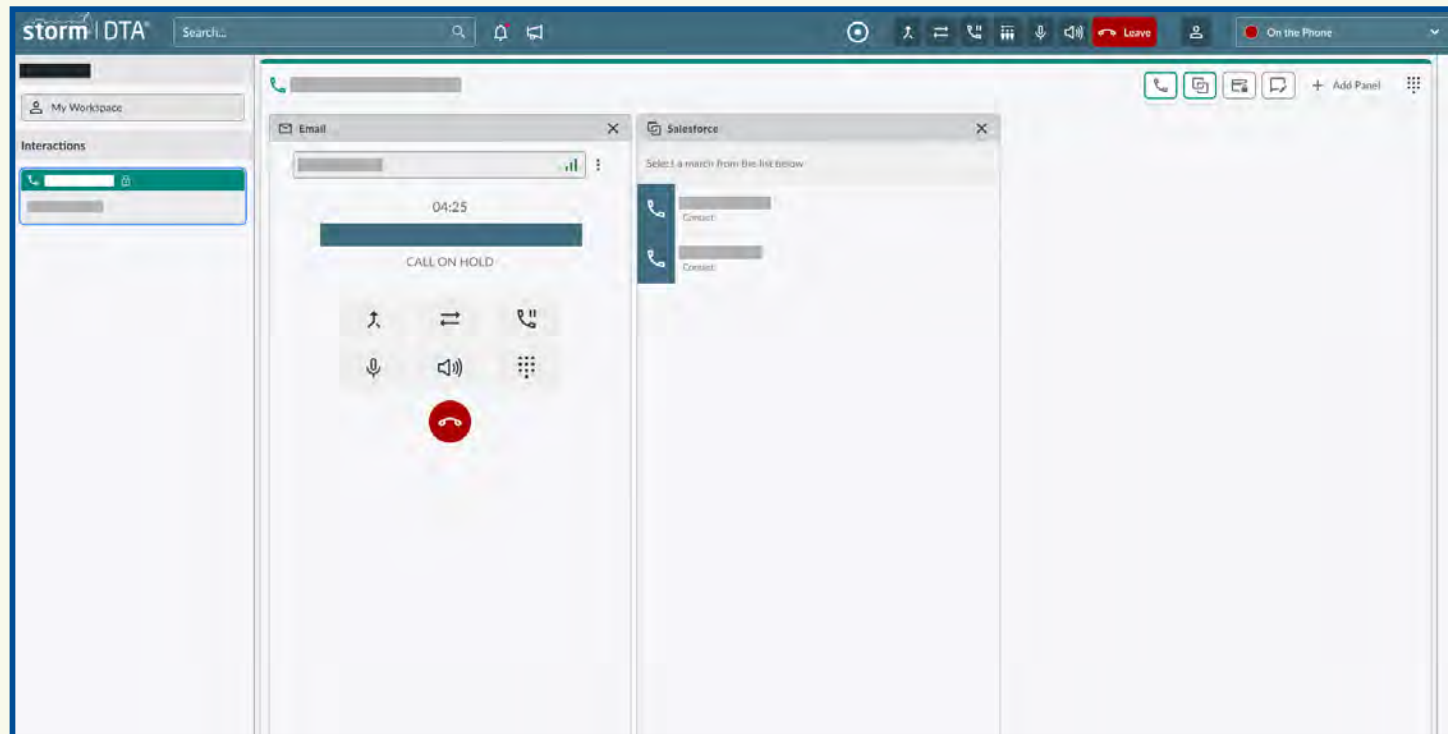
storm[®] INTEGRATE[™] is Content Guru's library of hundreds of off-the-shelf and custom API integrations, allowing for the two-way transfer of information between third-party systems and **storm**.

Product Highlights

- **Two-way transfer of information** between your existing systems and **storm**
- Support for **over 100 database engines**, including Oracle and SQL Server
- **Instantly deploy ready-made integrations** for common apps, such as ServiceNow, Salesforce, Microsoft Dynamics, and Microsoft Teams
- Bespoke integration capabilities, which enable you to continue using the **full power of your existing technology investments**
- **Intelligent transfer of data** using database queries and responses, secure file transfers, and web-based (REST) application integrations.

storm® INTEGRATE™ in Action

A unified agent workspace showing Salesforce fully integrated into DTA, allowing agents to access multiple third party tools within a single interface.



A Snapshot of Our Integrations Library



servicenow

CALABRIO™



And hundreds more...

storm[®] INTEGRATE[™]: Microsoft Teams

Contact Centre Integration Certified for Microsoft Teams

storm[®] brings Teams into your workspace.

It is crucial that your customer service advisors are able to collaborate with middle-office users and back-office specialists. Integrating your CX solution with familiar software offers an efficient and effective way to communicate and collaborate within a single interface that your organisation already knows and uses daily.

Unifying your internal and external communication solutions is crucial in maintaining a smooth CX operation. A certified integration, and certified recording solution, is key to ensure a native, streamlined experience.

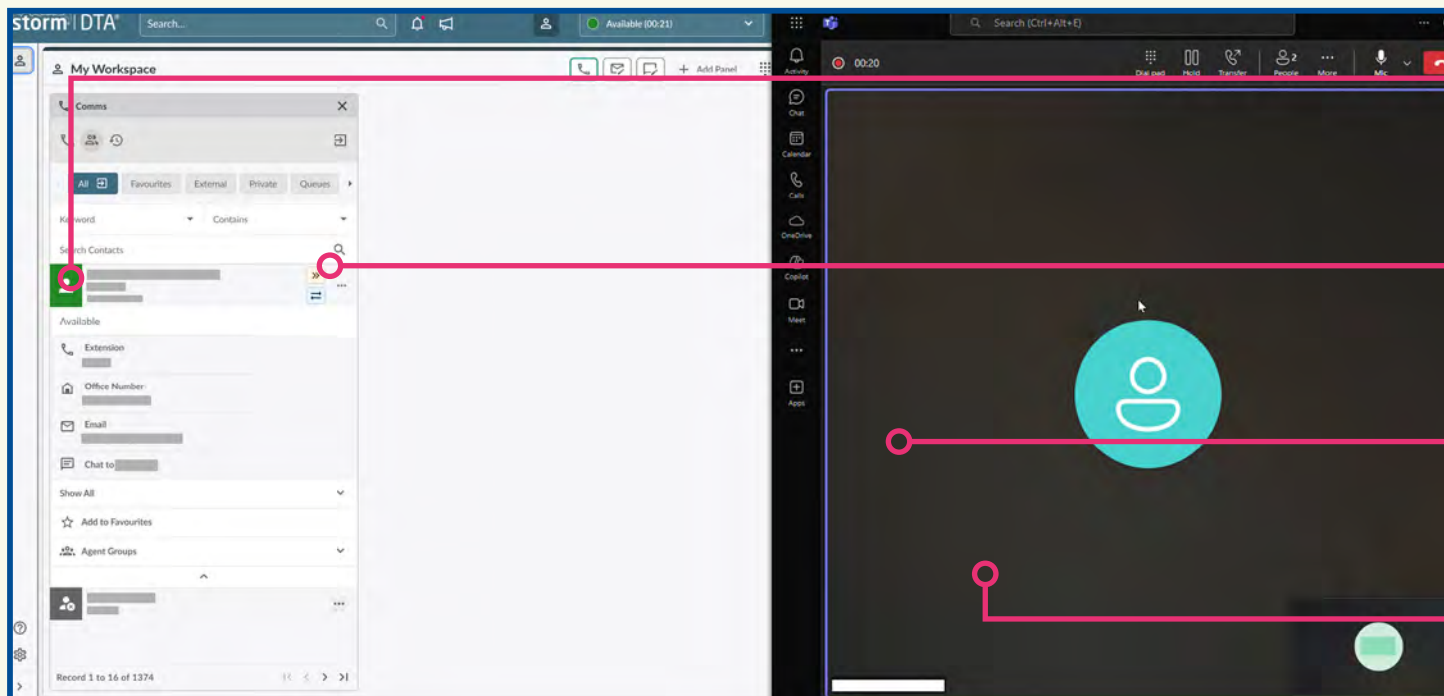
storm[®] INTEGRATE[™]: Microsoft Teams simplifies customer engagement workflows and boosts collaboration between **storm** users and their colleagues.

Product Highlights

- **Certified** contact centre solution for Microsoft Teams
- **Seamless internal and external communication** through **storm** using Microsoft Teams, creating a single, unified CX environment
- **Complete call and screen recording** of Microsoft Teams interactions with **storm[®] RECORDER[™]**, Content Guru's omni-channel communications recording solution, which is certified by Microsoft Teams for compliant recording
- **Make, receive, and transfer calls** between front-, middle-, and back-office, and allow Microsoft Teams users to make calls to, and receive calls from, PSTN devices via SIP trunk
- Real-time presence sync from **storm** to Microsoft Teams, allowing users to **view live colleague availability**
- **End-to-end reporting** on all Microsoft Teams interactions with **storm[®] VIEW[™]**, a centralised interface for real-time visibility and historical reporting.

storm® INTEGRATE™: Microsoft Teams in Action

A unified agent workspace with Microsoft Teams fully integrated into DTA, providing a single interface for collaboration and communication.



Connect your organisation – Collaborate across front-, middle-, and back-office users with a shared directory.

Flexible call management – Forward, transfer, and receive calls all within the unified interface.

Seamless Teams integration – Keep full Microsoft Teams functionality directly within DTA.

Compliant recording – Capture complete voice and video calls securely, with Teams-certified recording.

storm[®] KNOWLEDGE MANAGEMENT[™]

Democratisation of Knowledge

Knowledge is the cornerstone of great Customer Experience.

Informed, personalised interactions depend on accurate, real-time information about your organisation's products, services, and processes. A central portal is vital to managing and keeping this information up-to-date, adapting to users' evolving needs.

Knowledge must be democratised. Agents need access when required, regardless of region or channel, to resolve queries first time. Customers should have access to FAQs and self-service options to reduce live service demands. AI-powered agent assist tools must have access to surface the right information to agents at the right time. Everyone who uses the knowledge should also be able to provide feedback, to keep content accurate.

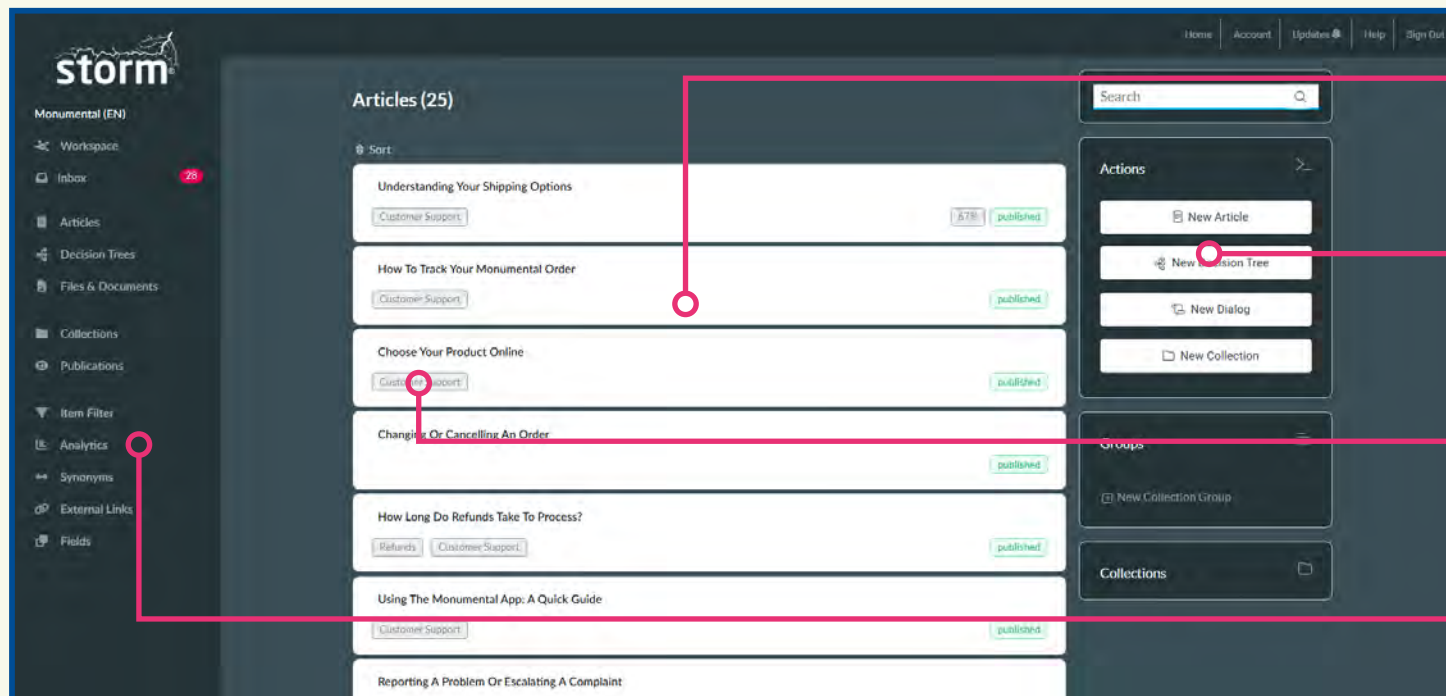
storm[®] KNOWLEDGE MANAGEMENT[™] is an information creation and management tool that makes it easy to aggregate, maintain, and locate organisational knowledge.

Product Highlights

- A single, **feature-rich interface** to build and manage knowledge bases for both colleagues and customers. Interconnected knowledge bases enable easy management of multinational and multilingual organisational knowledge
- **Multi-channel support** for articles and decision trees. Articles can comprise elements such as images, text, videos, and URLs, and can be scheduled to be visible for a defined period
- **Configurable collections and publications**, allowing segmentation of knowledge for different audiences
- Knowledge workflows and user roles **ensure new or updated content is approved** before publishing, and redundant content is retired
- **AI-powered screen pop-ups** present curated knowledge articles and decision trees to the agent desktop, **storm[®] DTA[®]**
- Built-in feedback capabilities, analytics, and SEO tools allow information to be **continually optimised** and updated to reflect user needs
- **Flexible deployment** and integration options including website integrations for FAQ pages.

storm® KNOWLEDGE MANAGEMENT™ in Action

A central portal view showing several knowledge articles, knowledge creation tools, and analytics for managing organisational knowledge.



Unified knowledge hub – Access articles, decision trees, and supporting content in a single interface.

Create and manage content – Build new articles or decision trees to guide agents with context-based logic.

Organise with labels – Tag and categorise content so users and agents can quickly find the most relevant information.

Track knowledge usage – View analytics on which articles are most accessed, helping optimise content over time.

storm[®] LOCK[®] & PADLOCK[™]

PCI-Compliant Automated & Assisted Payments

Customer loyalty begins with trust. Trust begins with security.

Security fears can deter certain customers from paying by phone, restricting potential revenue. A single breach of security could do serious damage to your brand, and lead to legal disputes.

The Payment Card Industry Data Security Standard (PCI DSS) optimises the security of credit, debit, and cash card transactions, and protects cardholders against misuse of their personal information. In order to best protect your customers' card data and your organisation, compliance with this standard is critical.

storm[®] LOCK[®] and **storm[®] PADLOCK[™]** help you achieve the highest level of PCI DSS compliance through fully automated, and agent-assisted payments respectively.

Product Highlights

- Secure customer payments through a **Level 1 PCI DSS-compliant** transaction process
- A **broad range of Payment Service Providers** are available, depending on your customers' needs
- The **storm** PADLOCK API integration can pull data from third-party systems of record into the agent workspace to **optimise assisted payments**
- **Protected outbound campaigns** through **storm[®] OUTBOUND[™]** to chase payments securely
- **Converged reporting** across phone and online transactions, providing a comprehensive overview of all payments coming into your systems
- Operate either **fully-automated or agent-assisted payments**, with the option to escalate from fully-automated to agent-assisted.

Related Products

storm® DTA® 40

Omni-Channel Agent Desktop

storm® FLOW™ 52

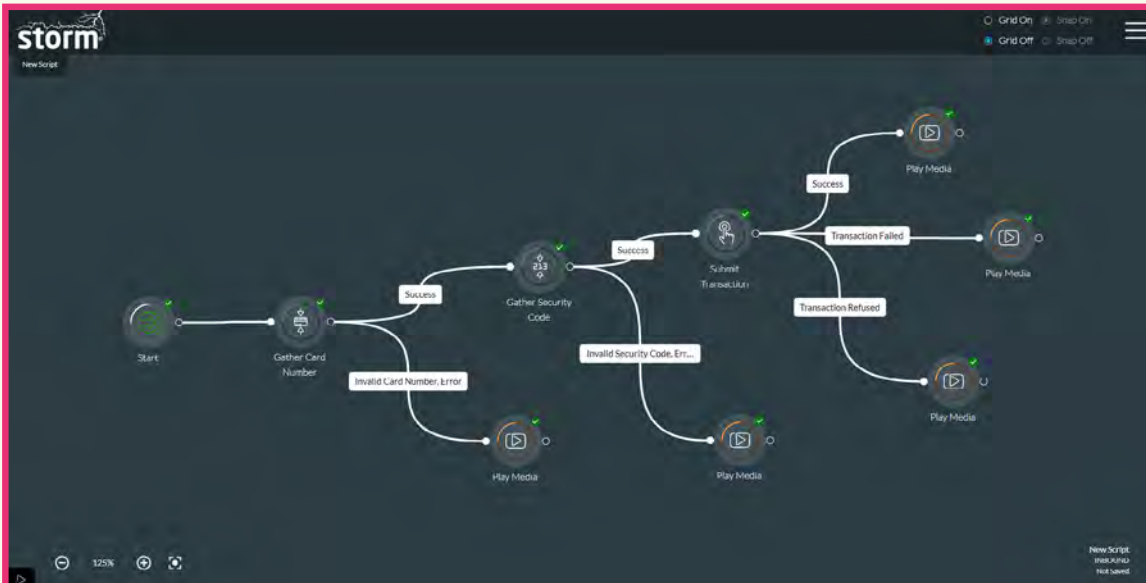
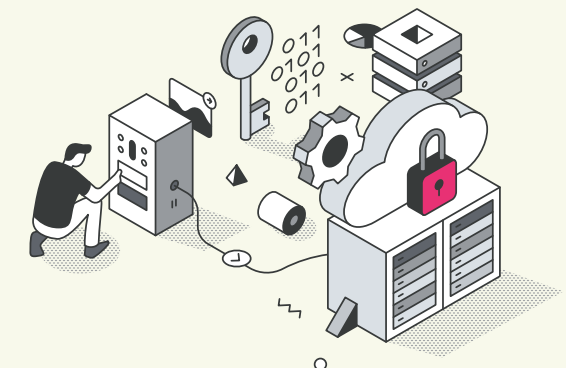
Build and Manage the Services your Customers Need

storm® VIEW™ 62

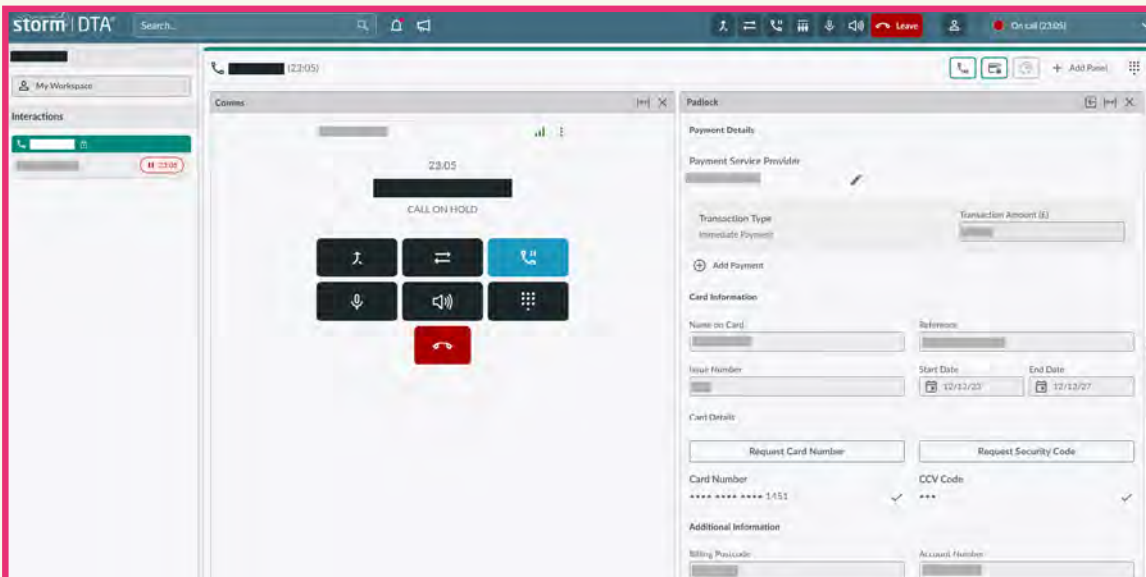
Real-Time Visibility and Historical Analytics

storm® RECORDER™ 64

Compliant Omni-Channel Recording



A FLOW script showing a secure, PCI DSS-compliant automated payment process.



The agent workspace, showing an agent requesting card details safely via the customer's phone keypad with DTMF masking.

storm[®] DATA MANAGEMENT[™]

Efficient Data Control

The foundation of smarter campaigns.

Customer engagement relies on accurate, up-to-date data. When lists are siloed, outdated, or difficult to filter, outbound campaigns become inefficient, costly, and hard to adapt in real time.

You need a solution that allows you to import, export, and refine information from multiple sources, apply filters to build targeted lists, and enrich those lists with live results as campaigns progress. This ensures the right customers are contacted at the right time, while also enabling smarter reporting, better decision-making, and more personalised customer journeys.

storm[®] DATA MANAGEMENT[™] gives organisations the ability to create highly bespoke data lists for inbound and outbound campaigns, enabling smart and flexible customer engagement.

Product Highlights

- Create and manage **bespoke data lists** using information imported from CRM systems and CSV files
- Apply custom filters to create **precise datasets for targeted campaigns** to prioritise VIPs, route repeat callers, or enable queue bypass for specific groups
- **Capture live outcomes**, and use APIs to refine data and enrich campaigns automatically
- Add or amend records during a live campaign **without downtime or disruption**, as changes are applied instantly
- **Export data easily**, with the option to schedule regular automated exports for reporting or third-party use.

storm® DATA MANAGEMENT™ in Action

A campaign management workspace showing past, present, and upcoming campaigns, with tables for sorting and viewing key data points.

storm | DATA MANAGEMENT™

Tables

Table Name: Winter_2025

Configure Table

Winter_2025

Name	Number	View Name	Last Result	Date Last Proc...	Processing Att...	Schedule...	Schedule...	Export
			Voicecall	2025-02-09 10:37:03	1	1	2025-03-09 09:01:03	2025
			Successful	2025-02-09 10:35:12	0	0	2025-03-09 09:01:03	2025
			Complete	2025-02-09 09:47:45	0	0	2025-03-09 09:01:03	2025
			Callback Pending	2025-02-09 09:26:54	0	0	2025-03-09 09:01:03	2025
			Callback Pending	2025-02-09 09:01:00	2	1	2025-03-09 09:01:03	2025
			Voicecall	2025-02-09 10:15:24	1	1	2025-03-09 09:01:03	2025
			Successful	2025-02-09 09:13:42	0	0	2025-03-09 09:01:03	2025
			Successful	2025-02-09 09:31:50	0	0	2025-03-09 09:01:03	2025
			In Progress	2025-02-09 09:22:55	0	0	2025-03-09 09:01:03	2025
			Successful	2025-02-09 09:56:29	0	0	2025-03-09 09:01:03	2025
			In Progress	2025-02-09 09:38:41	0	0	2025-03-09 09:01:03	2025
			Callback Pending	2025-02-09 10:22:02	1	1	2025-03-09 09:01:03	2025
			Successful	2025-02-09 09:25:51	1	1	2025-03-09 09:01:03	2025
			Call Failed	2025-02-09 10:20:05	0	0	2025-03-09 09:01:03	2025
			Voicecall	2025-02-09 10:22:17	3	1	2025-03-09 09:01:03	2025
			Successful	2025-02-09 10:42:31	0	0	2025-03-09 09:01:03	2025

1-20 of 120,398

Go to page: 10

Create New

Open Table

Dial Campaign

Dial Campaign 1

Dial Campaign 2

Dial Campaign 3

Dial Campaign 4

Dial Campaign 5

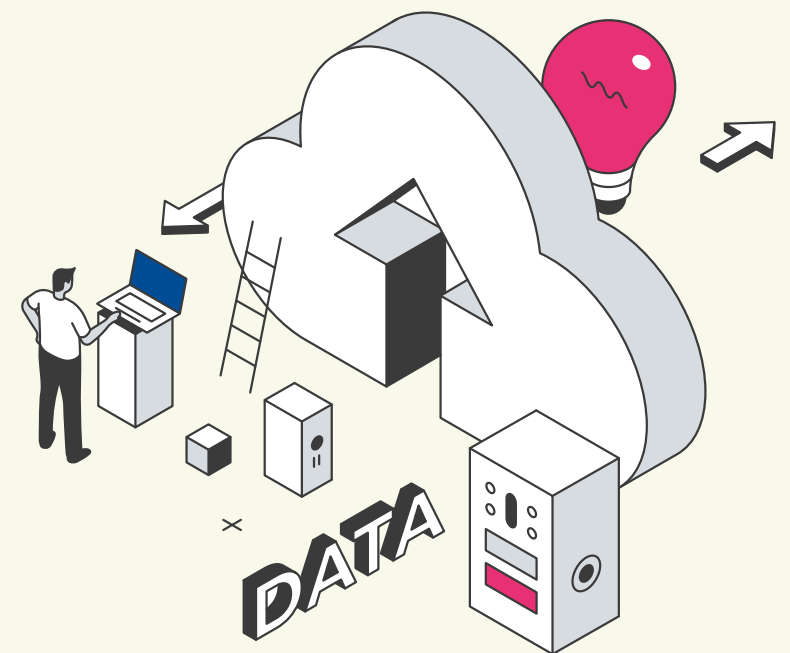
Dial Campaign November 2025

Flexible data lists – Create new lists or import existing ones directly into campaigns.

Quick export options – Download tables for reporting or integration with other systems.

Comprehensive campaign view – See all campaigns in one place, from historical to upcoming initiatives.

Customisable tables – Sort and organise campaigns by different parameters for easy analysis.



Support & Professional Services

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Customer Care

Content Guru NOC and Solution Architecture

storm components are fully delivered in-house, with no reliance on third parties. **storm** is hosted at two secure and physically separate data centres located in the UK. The solution has 99.999% availability, with built-in redundancy for all mission-critical systems and resilient, high-speed data links between sites, allowing for failover in the case of a localised outage.

storm services run on DNX[®] (Digital Network Xchange[™]) servers responsible for handling inbound and outbound calls, SMS and email, call routing, queuing, conferencing, IVR and translation between different protocols and connection to the PSTN. DNX systems are grouped to form INX[™] (Intelligent Network Xchange[™]) clusters. DNX configuration is mirrored between servers and sites, allowing for hardware resilience in the case of server or connection failure. INX clusters are backed by application servers, database servers, media storage servers, reporting servers and web servers. SIP routers act as proxy and registrar for VoIP calls, and all SIP calls are routed through Session Border Controllers (SBCs), which control authentication and access to **storm**'s VoIP services, and act as the point of entry to the customer's MPLS network.

All systems are resilient, running in an active/active or active/standby configuration. Data links are configured as resilient pairs, and in the case of a site-level outage, services can fail over to the alternative site with little or no loss of service.

Connection to **storm** can be via Internet or a dedicated MPLS connection, with no requirement for any additional hardware to be installed on site.

Content Guru Support

Customer support operates via phone or email 24/7, 365 days a year, including all bank holidays, for customers on Enhanced Support. For other customers, Content Guru provides support via phone or email from 09:00–17:00 Mon–Fri.

Dedicated support lines with PIN access are available for enhanced customers, or can be purchased for one-off events. Customers are serviced by a specialised support desk, with sector-specific teams having specialist knowledge of customers' solutions and circumstances.

Professional Services Support

Content Guru offers professional services to support implementations, transitions and innovations:

- Support for site and Network readiness, followed by bespoke deployment plans to ensure best-in-class voice quality and service,
- Access to experienced Solutions Consultants, both during original solution design and in-life throughout the contract,
- On-site engineers and a dedicated project manager,
- Access to industry experts supporting innovation and industry 'best practice' process designs,
- Rigorous acceptance testing and flexible User Acceptance Testing periods,
- Access to an experienced, sector-specific Account Manager as a single point of contact,
- Quarterly service reviews and innovation sessions. In-depth usage and performance analysis with a focus on value and getting the most out of the **storm** solution,
- Rapid access to sector-specific support teams with knowledge of your service, including priority escalation for issues raised and/or discovered through monitoring,
- Full, bespoke, end-user and admin training sessions supplemented by digital and hard resources to support your go-live training.
- Access to Customer Success, operational experts who deliver on-site activities, workshops and data analysis. Working with the organisation's operational teams to identify areas of optimisation and accelerate outcomes.

Security, Quality, Environment Accreditations

Content Guru holds relevant accreditations to demonstrate its commitment to Security, Quality, and the Environment. It maintains a documented Business Management System that contains the various Policies, Procedures and Work Instructions that support the following certifications:

Information & Data Security

- ISO 27001 Information Security Management Systems and Cybersecurity
- ISO 27701 Privacy Information Management
- PCI DSS v3.2.1 Level 1 Service Provider
- Cyber Essentials Plus
- SOC 2 Type 2
- JIS Q 15001 PrivacyMark

Quality & Environment

- ISO 9001 Quality Management Systems (including TickIT Plus)
- ISO 20000-1 Information Technology Service Management
- ISO 22301 Business Continuity Management
- ISO 14001 Environmental Management Systems

Service Level Agreements

Service Level/ Resolution Time Target	Fault Category	Service Resolution Target	Service Resolution Target for storm Services only where Software Update required to resolve*
	Severity Level 1	4 Working Hours - Worked on 24x7.	4 Working Hours - Worked on 24 by 7.
	Severity Level 2	8 Working Hours - Worked on 24x7.	8 Working Hours - Worked on 24x7.
	Severity Level 3	10 Working Days - Worked on Mon - Fri 08.00 - 18.00	Software Updates required to resolve will be deployed within 20 Working Days from ticket being opened.
	Severity Level 4	20 Working Days - Worked on Mon - Fri 08.00 - 18.00	Software Updates required to resolve will be deployed within 20 Working Days from ticket being opened.
	Information Request	20 Working Days - Worked on Mon - Fri 08.00 - 18.00	N/A.

Incident Escalation Process

Content Guru recognises that it may be necessary for the customer to invoke escalation procedures during the life of an incident. The purpose of the escalation procedure is:

- Where there is perceived risk that an incident will not be resolved within the agreed SLA timeframe, to increase levels of resource to achieve a resolution.
- To accelerate resolution of an incident that has very high priority (e.g. service disruption could result in injury or loss of life) as rapidly as possible.

Escalations may be requested by the customer or initiated proactively by Engineering Services (ES). All escalations must be made via the ES Service Desk or via the customer's allocated Service Level Manager.

On-Site Consultancy

To ensure that a solution is right for your business (depending on the type and size of the project), Content Guru undertakes on-site consultancy sessions to assess your current systems, processes and the customer/agent experience. This is to understand how can 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, Quality Management and Forecasting team etc. Working in this way helps draw out overlooked requirements and enables a natural empowerment of internal project 'Champions' to improve chances of success. In short, Content Guru's on-site consultancy involves the following activities:

- Understand Existing Setup - Meet operational members of staff and business units relevant to the project to understand current systems, processes, and customer/agent experience.
- Understand Strategic Project Goals.
- Gather dimensions for solution design.
- How can **storm** help - Create a high-level document outlining how **storm** can improve your service, in line with requirements and strategic goals.

Scope and Design

The detail and time required depends on the size and complexity of the project. Generally, a Solutions Consultant will be introduced at this stage to build the high-level design (HLD), gather a diagrammatic view of the deployment and outline any lines of demarcation within the technical design. This HLD is an iterative document with your input to ensure all factors are considered from a technical delivery perspective.

In addition to the HLD, the Solutions Consultant will also evaluate the requirement for Service Management resource and recommend a service package, as appropriate.

Upon completion of these elements, pricing can then be finalised and parties can enter into contracting.

Project Management

Once an order has been accepted by Content Guru, a dedicated Project Manager 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 your business and liaises with all appropriate internal resources required to deliver the project.

The Content Guru Project Manager is responsible for:

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

Service Specification

The Service Specification outlines the exact project deliverables as signed off between Content Guru and your organisation.

This document contains the exact functional product deliverables and associated volumes and dimensions, as gathered during the 'On-site Consultancy' and 'Scope and Design' phases (following their refinement with your team in order to facilitate a succeed fast, fail fast approach).

The Content Guru Project Management team is fully accredited in AGILE SCRUM and Waterfall methodologies.

Implementation

Upon entering Implementation, the assigned Project Manager schedules the elements of the build with the appropriate internal resource e.g. Provisioning tasked with partition and licence configuration, Developers/Applications engineers tasked with product developments, Training resource booked etc.

- Depending on the project, the implementation phase involves the following activities:
- Project Manager Schedules build elements with internal Content Guru Departments.
- Training.
- Testing and User Acceptance Testing (UAT).
- Go-Live Support.

If the project is being conducted using AGILE, sprint cycles are established and the above process is followed within each cycle to facilitate a succeed fast, fail-fast approach.

Ongoing Support

Once your build has been completed and your service is live, you are handed over to a sector-specific support team, which becomes your single point of contact for service-related issues and queries, alongside your Account Manager for commercial and project-related requests. You have access to the support team as defined above.

During the life of your contract, your Account Manager, or dedicated Service Manager, will hold periodic service reviews and innovation sessions specific to your service. These sessions are designed to evaluate how the solution has performed over the previous period and identify what improvements can be made to help optimise your service. As part of the innovation session, new product updates will be highlighted and demonstrated to ensure you are up-to-date on the latest capabilities and assist in facilitating continuous improvement in your service, as well as offer you the ability to feed directly back into our product roadmap.

Off-Boarding

Content Guru makes it easy for you to offboard services away from **storm** by giving you full control and access of your data. Content Guru provides you with the required information upon request, or makes it accessible through portal interfaces on your 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).

Book a Meeting



Engagement Made Easy®

contentguru.com