Content Guru storm® - In Partnership with…

softworx
services



Communication Solutions for

Blue Light Services

Content Guru storm®

The world's first true-cloud CCaaS solution



- Delivers **99.999% availability** through a resilient, cloud-first approach
- Ensures **data stays in the UK**, hosted in geo-redundant UK data centres
- Delivers **world-class security** and compliance, e.g. PCI DSS Level 1, ISO 27001, Cyber Essentials Certified Plus, and more…
- The **first and only** cloud-based solution **servicing 999 calls** in the UK
- Services **Blue-light, Critical National Infrastructure** and **Central Government** organisations throughout the UK
- Calls reliably handled by the **largest UK wholesale voice carrier**, processing over 60 billion voice minutes every year
- Provides **end-to-end reporting** on all contact channels
- Delivers voice, web, email, SMS, and social media enquiries into **a single, blended queue**
- Certified for **Microsoft Teams** integration and **Compliance Recording**

Partnering for success

Softworx storm® is delivered in partnership with leading UK- based cloud communications provider, Content Guru – the only European provider in the Gartner Magic Quadrant for CCaaS.

CONTENT GURU
Engagement Made Easy®

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A single-stack solution

A modular approach for maximum flexibility

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

Here are some of the most common Content Guru storm® solutions:



Omni-Channel Agent Desktop

Desktop Task Assistant (DTA®)

Realize the full potential of your agents with DTA, which brings every contact channel into a single interface – saving them time and enabling them to work from any location.

Includes:

- Omni-channel, including video (LINK®)
- CRM and knowledge management (CKS®)
- Secure payment processing (PADLOCK®)
- Integrations



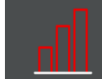
Contact Centre Configuration

Agents and users set up and integrations

Set up and manage your contact centre from anywhere, quickly and easily. Build and manage your contact centre configuration effectively and with minimal effort.

Includes:

- Unified Communications (UC™)
- INTEGRATE™
- CONTACT™



Service Creation

Customer data and customer journey

Make the most of your customer data. Adapt customer journeys in real-time. Unite all your systems of record. Archive revisions to roll forward and back with a single click.

Includes:

- STUDIO™
- FLOW™
- CONDUCTOR™
- Customer Knowledge System (CKS®)



Workforce Engagement Management

Employee performance management, forecasting, scheduling, quality assurance and monitoring

Unlock the power of your people. Engage, enable, and empower contact centre agents at every stage of the employee lifecycle.

Includes:

- Workforce Management (WFM™)
- VIEW™
- Quality Management (QM™)
- RECORDER™



Intelligent Automation

Automation, AI and Generative AI

We make technology adoption easy. Discover how intelligent automation, AI and Gen AI can transform your customer experience and reduce agent churn.

Includes:

- Machine Agent®
- Agent Assist
- Real-time Transcription and Summarisation (RTAS™)

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Content Guru storm® for Blue Light Services

Secure, reliable, mission-critical communications

Automated, intelligent routing that prioritises 999 calls

The highest levels of Security, with a broad selection of accreditations

AI adoption completed securely, offering the best of AI but without the risks

Ensure Citizens Get Through

With 99.999% availability and unlimited scalability, organisations can always be reached

Dedicated Blue-Light Platform

Our Emergency Services Platform is separate to other customers, ensuring full stability before rolling out updates

Integrations with key systems

For example, we integrate with EISEC, for caller location data, and Computer Aided Dispatch (CAD) systems

Protecting citizen data

Hosted in secure UK data centres, with UK service teams, guaranteeing citizen data never leaves the country



Streamlining Emergency Call Handling with storm®

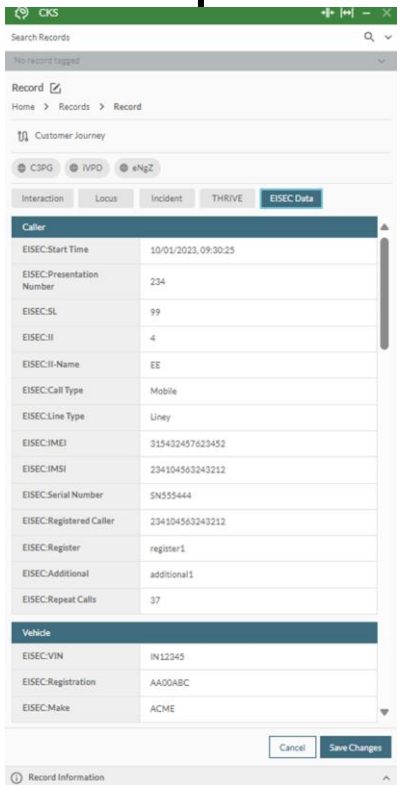
Integrate with EISEC and CAD systems for a smoother journey

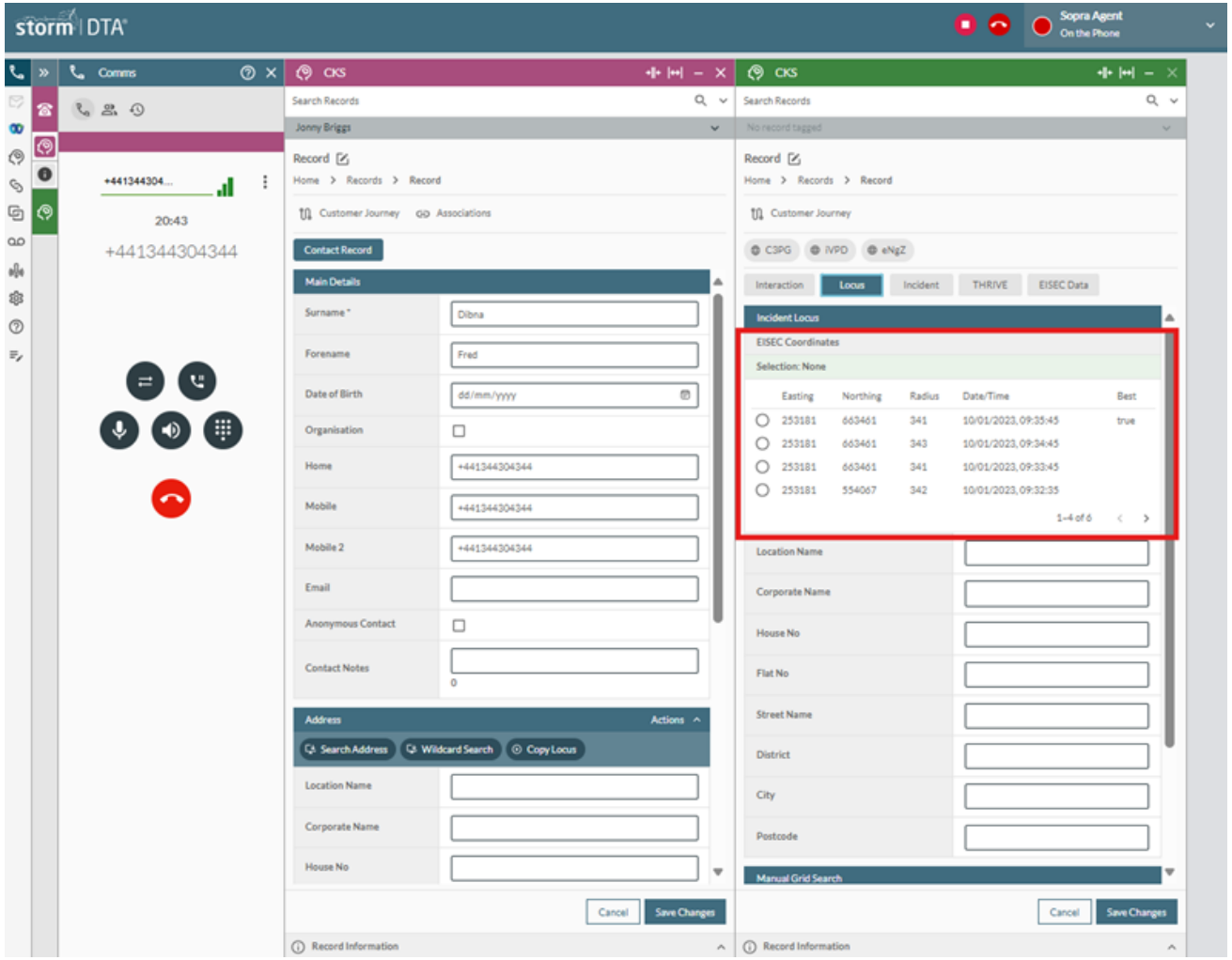
1

999 call is received by agent

Through EISEC integration, caller location data is populated in storm

EISEC data loads on to a Locus tab, where incident location is confirmed





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Streamlining Emergency Call Handling with storm®

Integrate with EISEC and CAD systems for a smoother journey

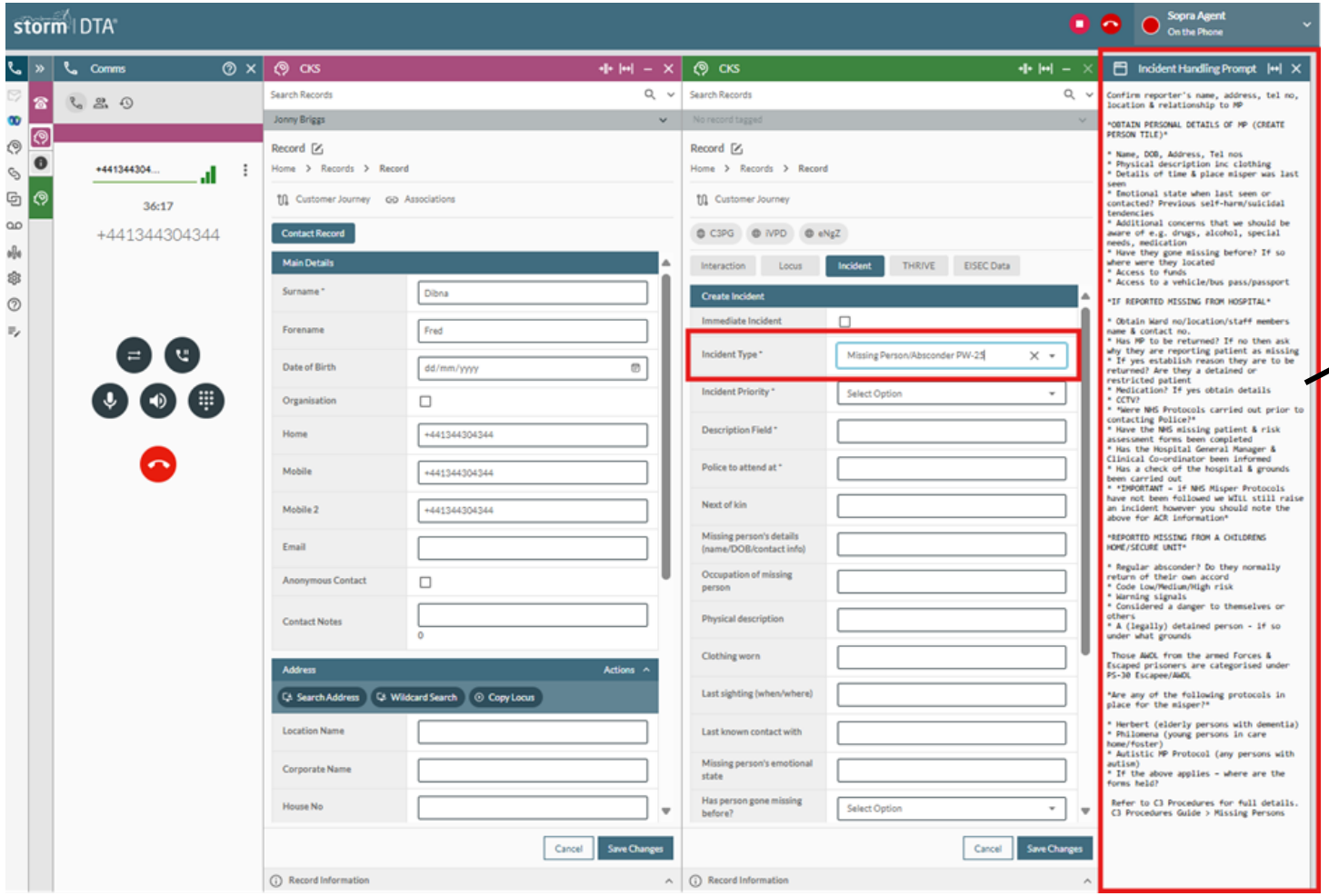
2

Agent creates incident record in storm, using customised form

Drop down boxes for incident types used for consistency

Subsequent boxes change depending on incident type selected

Incident data is fed into storm VIEW allowing for detailed reports



Incident handling prompt auto populates depending on incident type selected and guides agent through required details

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Streamlining Emergency Call Handling with storm®

Integrate with EISEC and CAD systems for a smoother journey

3

Agent completes THRIVE assessment on form in storm

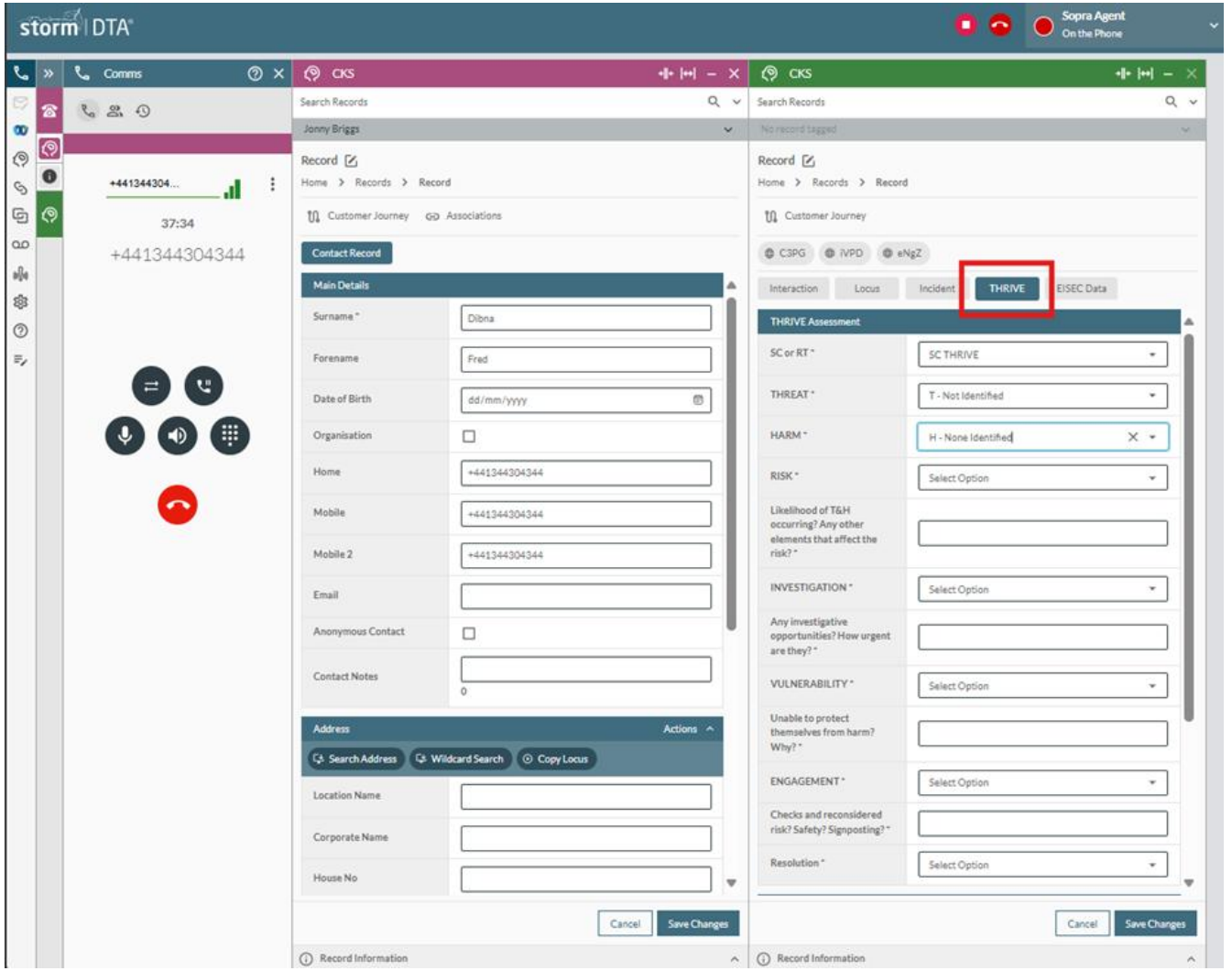
Data pushed into CAD system, agent then manages dispatch

Call closed in DTA and CAD

Customised form to simplify & maintain consistency

Reasonable Adjustment tab will appear if applicable to the caller

TecSafe tab will appear if caller is flagged as in database



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Customer Success Story

Sussex Police – using storm for 999 & 101 calls since November 2023

UK 999 Call Handling Performance

Sussex Police went from 22nd place to 1st place for handling 999 calls within weeks of deploying storm and are now regular front runners.

Including 1st Place in Aug & Sep 2025, with 97.2% answered in under 10s in Sep

Storm distributes calls in priority order, to the most appropriate agent first

Automation in the IVR directs non-urgent calls automatically, bypassing the control room

Integrated Workforce Management creates control room rotas resourced to meet demand

Police forces in the UK have an objective to answer 90%+ of calls within 10 seconds or less
Their 999 call handling performance is measured and reported on monthly.
It is published online in tables that show the performance of all UK forces.

https://www.police.uk/pu/your-area/metropolitan-police-service/performance/999-performance-data/?tc=E05009327

"The force reported that the software is **very user friendly**. As a result, the agents required **minimal training**"

"Control room team leaders are reporting that they now have **more time to support their staff**, as they are not having to manually move people around to manage the demand of 999 and 101 calls. Control room agents are also reporting that they are **happy with the new system** and feel it **is more fairly distributing calls** across the team."

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Source: https://www.college.police.uk/support-forces/practices/content-guru-services

Customer Success Story

Police Scotland – using storm for 999 & 101 calls since November 2025

- **storm** was the first Cloud Contact Centre solution in Blue Light
- **Delivering** services in September 2021

- **storm** manages over 2,500 numbers for Police Scotland (0178)
- Approximately **200,000** call minutes per month

storm National Mutual Aid Telephony (NMAT)

Home Office

- A dynamic, “always available” cloud call-handling solution which is part of the **UK Critical National Infrastructure**
- Relied upon during major disasters to route critical calls to other forces during periods of extreme demand
- Unparalleled scalability to accommodate drastic peaks in call volumes
- Caller to agent photo sharing via SMS
- Potential to use **storm** LINK to capture video streams)

Major Incident Call Routing



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storm NHS 111 London

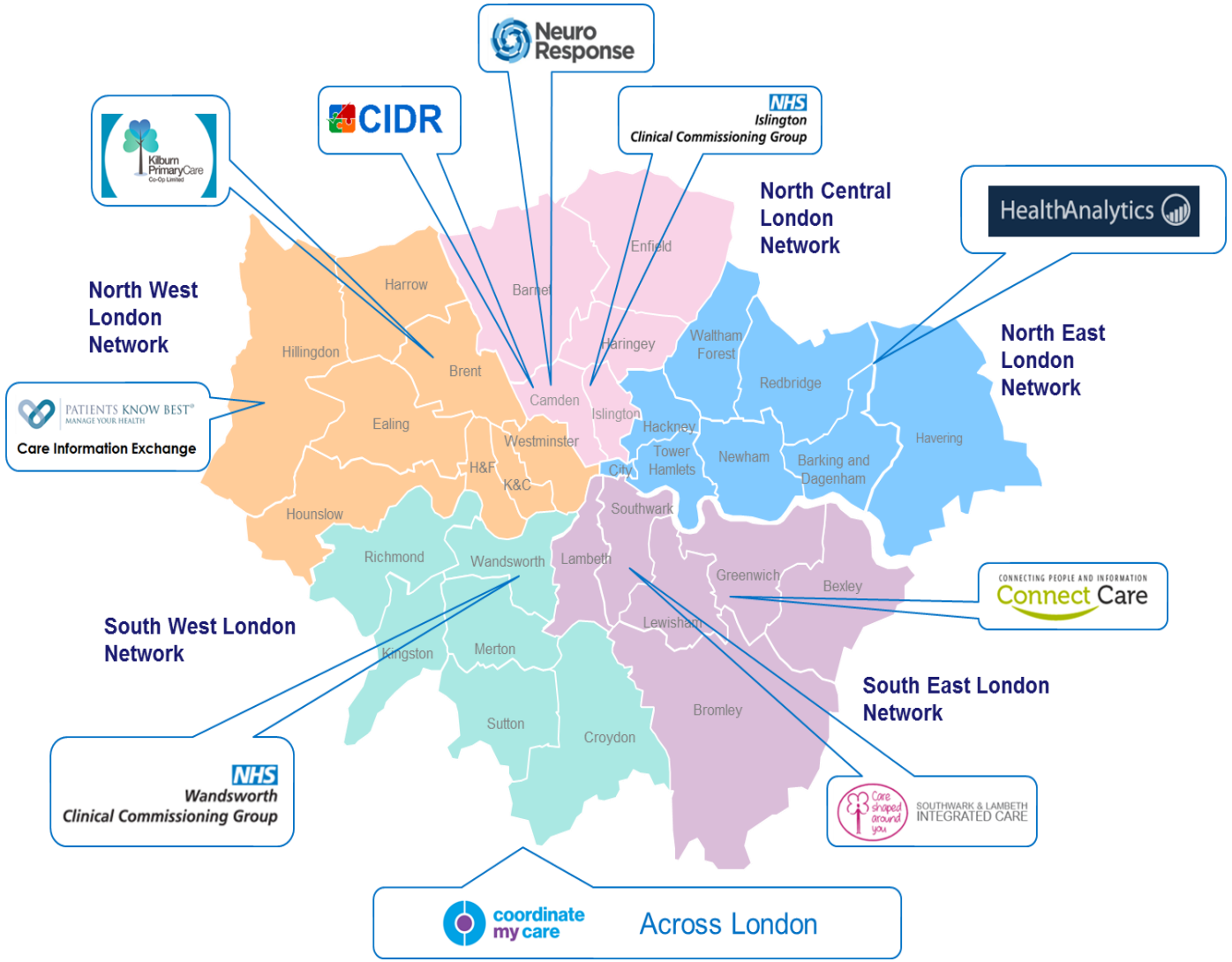
80%
Reduction in A&E referrals for NHS 111 callers in London

6x
Successful complex integrations with all Patient Care Record systems

50%
Reduction in ambulance callouts

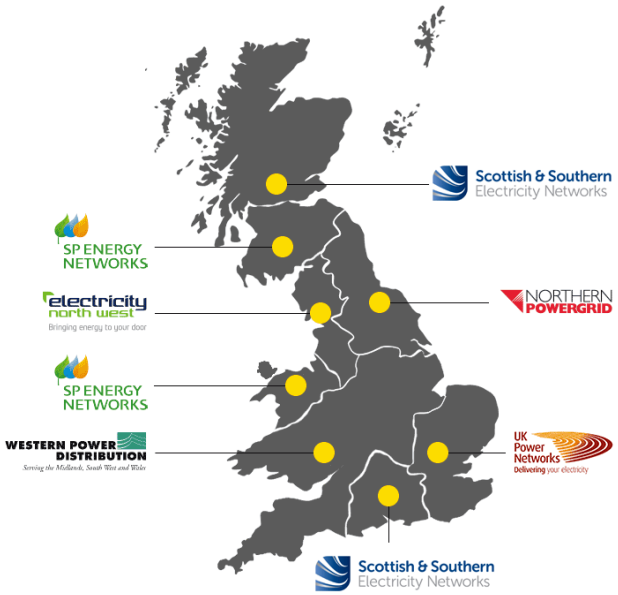
5x
Increase in First Call Resolution (FCR)

1,400%
Increase in calls during COVID19 lockdown



Content Guru Experience - Summary

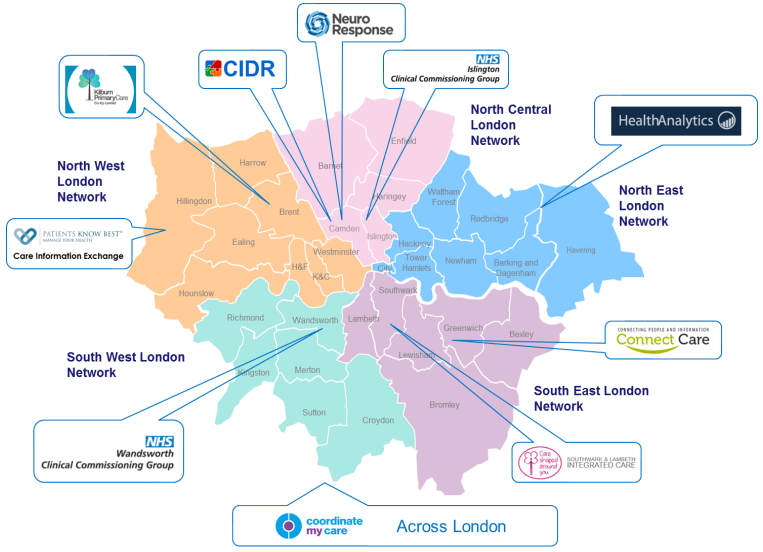




NHS England

For the right medical attention when you urgently need it











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