RedNews

The newsletter of the Redwood Technologies Group

Spring 2016

Headlines

REDWOOD TECHNOLOGIES

Welcome to the Spring 2016 edition of RedNews—a selection of the Redwood Technologies Group's top stories from over the spring.

In this issue, Content Guru gets the royal seal of approval, winning a Queen's Award for Innovation for its **storm**® CONTACT™ cloud customer engagement solution.

The Redwood Technologies Group has also been awarded ISO 14001:2004 and PCI-DSS Version 3.1 certifications.

This edition's case study covers Dutch municipal banking organisation, Stadsbank, and how **storm** increases contact centre efficiencies and optimises its customer experience.

This quarter's technology focus looks at **storm** INTEGRATE: WebRTC™. The pioneering integration between **storm** and WebRTC was launched in April at UC Expo, Europe's largest unified communications and collaboration event.

Robert Mansfield, Development Engineering Director, features in 'Meet the Team' after celebrating 20 years at the Redwood Group.

Meanwhile, the Redwood Group holds its first ever annual Redwood Lecture in March, with author and ex-international table tennis champion, Matthew Syed, giving an inspiring speech on 'The Growth Mindset.'

Finally, in April, Redwood becomes the lead sponsor for the eleventh annual Pride of Bracknell Forest Awards which celebrate the achievements of the community local to the Group's headquarters.

For further information on this edition of RedNews, or on the Redwood Technologies Group (comprising Redwood Technologies, Content Guru and Radius Communications) and its products, please contact our team on:

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Content Guru Wins Queen's Award for Enterprise: Innovation

THE QUEEN'S AWARDS FOR ENTERPRISE: INNOVATION 2016

Content Guru has been awarded a Queen's Award for Enterprise for its **storm**® CONTACT™ cloud customer engagement solution.

The Queen's Awards recognise outstanding achievement in UK enterprise and are the highest business accolades available in the fields of Innovation, International Trade, and Sustainable Development.

Content Guru's Enterprise award recognises the innovation of its CONTACT multi-channel contact centre product, which runs on the **storm** cloud platform and is at the forefront of new multi-channel customer engagement.

storm CONTACT has been adopted by hundreds of the world's largest enterprises and allows customers to communicate using any type of medium, such as email, instant messaging, SMS, social media, video and voice and provides a huge range of both fully-automated and agent-assisted services for sectors such as financial services, online, retail, healthcare, travel and utilities.

Sean Taylor, CEO of Content Guru, commented: "When a technology wave comes along and you're lucky enough to be able to ride it, then the experience is fantastic. Cloud computing is currently undergoing tremendous growth and we have been able to utilise that technology to massively improve the customer engagement services that enterprises large and small are able to offer.

"Behind the scenes, the Content Guru team have had to work incredibly hard to remain at the forefront of our industry and receiving a Queen's Award is such a tremendous way to recognise that effort, especially in such a special year during which the Queen celebrates her 90th birthday.

"Cloud is a global technology and our ambition is to take the innovation that our best-of-British brains have invented and roll it out on a global basis. A royal endorsement will be of tremendous benefit as we push the business on to its next level."

The Redwood Group achieves ISO 14001: 2004 and PCI-DSS Version 3.1 Certifications

The Redwood Technologies Group is delighted to have been awarded a double header of certifications as both an ISO 14001:2004 Environmental Management System (EMS) and a PCI DSS Level 1 Version 3.1 compliant organisation.

ISO14001 is the internationally recognised standard for environmental management in business, which aims to help organisations reduce the impact of their activities, products and services on the environment in line with ever-increasing global pressures.

To attain this esteemed certification, the LRQA examined the Group's current environmental activities, with the organisation's focus on life-cycle thinking (whereby each stage of a product or service is considered from development to end-of-life) being a key contributor to the certification. This includes reducing waste, minimising resource consumption, preventing pollution and adhering to a strict recycling policy.

Simultaneously, the Group has also achieved the highest level of international payment security with PCI-DSS Compliance Version 3.1, building on the existing Level 1 certification, which is the latest and most secure iteration of the global PCI standard.

Mike Allen, Compliance Officer at the Redwood Group, commented: "We are extremely proud to have secured these two accreditations which build on our existing PCI, ISO 9001 and ISO 27001 certifications. As the Group expands and consumer expectations increase across the board, it is vital for us to demonstrate our transparent approach to reducing our negative impact on the environment and improving data security."

CG Optimises Stadsbank's Contact Estate

Stadsbank Oost Nederland

Dutch municipal banking organisation, Stadsbank, has used a **storm** deployment to overhaul its customer engagement capabilities.

The not-for-profit organisation provides financial services to thousands of people across the East Netherlands.

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Technology Focus: **storm**® INTEGRATE:WebRTC™

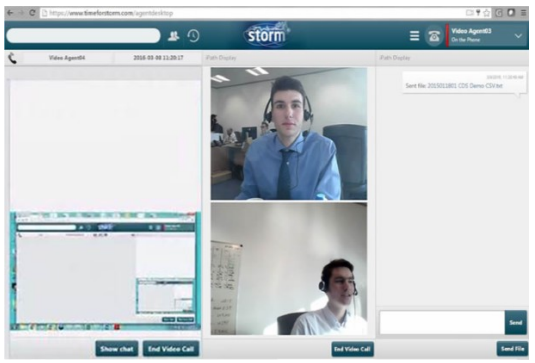
storm® INTEGRATE:WebRTC™ is a suite of applications which leverage the WebRTC (Web Real-Time Communication) protocol, designed to enhance **storm** products such as CONTACT™ and PBX™ with further leading-edge communication capabilities. INTEGRATE:WebRTC transforms the way organisations interact, delivering browser-to-browser contacts through a unified **storm** interface while eliminating the need for local client software to power communications.

The solution extends the DTA® (Desktop Task Assistant), the endpoint for PBX users and CONTACT agents, incorporating encrypted person-to-person video, advanced collaboration and screen sharing as well as voice calls made directly to user, agent and consumer browsers.

By unifying these within a single interface, businesses are able to deliver enhanced enterprise and customer experiences through reduced costs, increased agility and flexibility as well as a more efficient information exchange, while providing consumers and colleagues the ability to seamlessly interact using data networks on tablets and smart devices.

INTEGRATE:WebRTC enables the DTA to completely replace traditional phone functions, ensuring that users can access every **storm** service through a single interface on any device. Organisations are hence able to gain complete flexibility over how agents and users are deployed, facilitating enhanced homeworking and on-the-road interactions, while reducing costs and efficiency strains imposed by additional physical communication equipment.

The integration seamlessly incorporates video as an additional channel within the **storm** CONTACT and PBX product portfolios. Video interactions can be processed through iACD® (intelligent Automated Contact Distribution), blended with and queued alongside other channels for



The DTA® (Desktop Task Assistant) with real-time video and file sharing through WebRTC integration

distribution to Cloud Contact Centre agents.

Video conferencing also enables more efficient and effective internal collaboration, allowing organisations to instantly hold real-time video sessions without the need for additional and costly infrastructure, and without the need for third-party software and lengthy setup times.

File sharing further supports internal communications between users and agents, facilitating direct transfers during interactions such as video chat and Instant Messaging, using an additional tab within the DTA. The encryption of WebRTC services ensures that all **storm** interactions using the technology remain secure.

Users with appropriate privileges are also able to leverage INTEGRATE:WebRTC's screen sharing facility, enabling one user to take control over the other's desktop through an additional module in the DTA.

Supervisors can gain additional insight into agent activities beyond standard **storm** multi-channel monitoring, enabling wider control through Quality Monitoring as well as enhanced training opportunities to ensure service quality always remains high.

The **storm** Admin Portal provides complete control over user and agent privileges for WebRTC-based communications. Skills-based routing logic for video can be configured rapidly, and access to collaboration tools can be provided on an individual or group basis. Supervisor capabilities are also fully configurable.

Additionally, all activities can be reported on in real time through the **storm** VIEW™ reporting module, allowing dashboards and historical reports to be generated to gain real-time insight into WebRTC services alongside other **storm** solutions.

Mush Rahman, Project Management Team Leader at the Redwood Technologies Group, commented: "WebRTC will transform the communications market in the coming years. Through our integration, we are able to harness some vital advances which enable organisations to access leading-edge collaboration tools.

"Our WebRTC integration enables us to usher in the next era of flexible working for agents and users of **storm** but also for consumers, who are able to initiate contact on multiple channels through simply browsing a website and choosing a breakout option.

"Additionally, video conferencing and screen and file sharing add an entirely new dimension to how organisations such as healthcare providers handle consumer care, facilitating more rapid transmission of vital information.

"The Agent Desktop now becomes a more complete interface for delivering all communication requirements and we will look to further use the possibilities of WebRTC to continue to push the boundaries of communications."

Content Guru Pioneers WebRTC Integration at UC Expo 2016

On the 19th and 20th April, Content Guru pioneered its WebRTC technology at UC Expo 2016 in Olympia, London, showcasing its integration into its **storm**® Cloud Contact Centre and Unified Communications technology suite.

The international two-day exhibition is Europe's largest Unified Communications and Collaboration event, bringing together over 90 of the continent's leading UC vendors under one roof to showcase the technologies that are currently revolutionising the UC space.

The Content Guru team exhibited a range of new capabilities that leverage WebRTC, such as **storm** CONTACT™, **storm** PBX™ and its innovative **storm** DTA® (Desktop Task Assistant). As an agent desktop application, the DTA unifies all communications within a single interface, allowing businesses to integrate with any third-party information system such as CRM, WFM or ERP. The easy-to-use and convenient web browser interface leverages WebRTC technology to deliver highly secure voice, video and screen sharing services, creating a holistic channel of communication between web-based consumers and **storm**-equipped organisations.

The Content Guru team at UC Expo, Olympia.

With a turnout of over 5,400 industry specialists from both the private and public sector, attendance figures were up by 16% on 2015, making this year's event the most successful in UC Expo history. Complimentary CG-branded cupcakes and WebRTC demos also went down a **storm** with visitors.

Content Guru CMO, Martin Taylor, commented:

"With more and more organisations embracing cloud technology and shifting away from on-premises systems in favour of collaboration technologies, it is an exciting time to be part of the UC space and to once again be exhibiting at Europe's largest unified communications event.

"WebRTC has been a topic of significant interest throughout the industry in recent months, so we were delighted to showcase this exclusive addition to our **storm** product suite. We hope to enable enterprises to bridge the gaps in their communications and benefit from this ground-breaking browser– based technology."

Case Study: How We Help Stadsbank Oost Nederland to Improve Contact Centre Efficiencies and Optimise Customer Experience

Stadsbank Oost Nederland is a Dutch not-for-profit banking organisation that provides financial services, such as debt management, to 22 municipalities across the Twente and Achterhoek regions. As one of the oldest members of the NVVK (National Trade Association for Debt Service and Social Banking) its services, which are available to a population of over 950,000 people, have always been in high demand.

Since the global financial crisis in 2008, however, Stadsbank's contact centre has been put under increased strain, with contact volumes soaring as more people seek financial help. Already under growing pressure, its legacy communications system was unable to scale further to handle frequent spikes in demand. Moreover, the system lacked the intelligence to distinguish between priority and routine interactions, meaning that customers with time-critical enquiries were often subject to long waiting times to receive the vital support they needed.

With contact demands escalating, Stadsbank needed to ensure the delivery of its benchmark quality service across these increased volumes. However, as a not-for-profit organisation, it lacked the capital needed to upgrade its legacy system. Stadbank's existing solution was also unable to integrate with its financial application, impeding efficiency as agents could not access key customer information, whilst a lack of reporting and monitoring capabilities prevented managers from having a holistic oversight over contact centre processes.

Stadsbank needed a cost-effective and scalable solution to optimise its contact centre efficiency, ensuring that the high quality services its customers expect were never compromised.

With **storm**® technology already locally live in the cloud, Content Guru was able to rapidly configure and deploy its Cloud Contact Centre solution to meet Stadsbank's stringent go-live deadline.

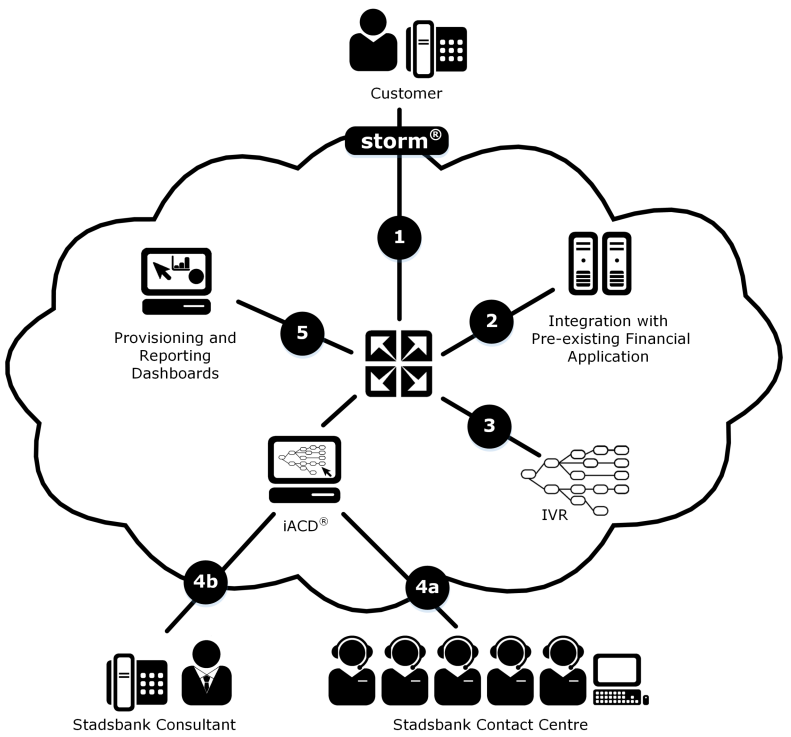
With its effectively unlimited capacity, **storm** is able to scale to handle any volume of concurrent demand through intelligent Automated Contact Distribution (iACD®) and IVR (Interactive Voice Response) technology, which together enable all contacts with routine enquiries to self-serve. As a result, Stadsbank's contact centre has experienced a 50% reduction in the number of repeat contacts, significantly reducing contact handling times whilst also freeing up agents and consultants to deal with more complex enquiries. iACD logic then ensures that higher priority contacts are immediately connected to the best available live resource, even during spikes in demand.

By seamlessly overlaying its legacy infrastructure, **storm** enables Stadsbank to make the most of previous ICT investments. Integration with the existing financial application also drives efficiencies as Identification & Verification (ID&V) technology automatically identifies customers and feeds information through to agents, better equipping them to deliver a high value and more personalised service. Real-time and historical reporting capabilities further give managers visibility over contact centre performance and granular agent activities, enabling the optimisation of all customer-facing operations as and when necessary.

With its flexible licences, upgrades and pay-per-usage basis, **storm** enables Stadsbank to make savings that are vital to a not-for-profit organisation and invest more in its customers and services than ever before.

Han Olthof, Call Centre Manager at Stadsbank Oost Nederland commented:

"Stadsbank Oost Nederland delivers important financial services to thousands of people across the East Netherlands who are facing financial challenges, so it is vital that our contact centre connects our customers to the information they need as quickly and efficiently as possible. The repercussions of the last global recession have led to our contact centre experiencing much larger volumes of interactions than we were previously used to. Peaks in demand made the situation worse when our legacy system was unable to scale accordingly, impacting on one of the most important fundamentals of our organisation—delivering a seamless and positive customer experience with the best possible outcome for all of our clients. **storm** helps us to address these problems whilst its cost-effective Operating Expenditure model is a perfect fit for our not-for-profit setup, allowing us to improve services and scalability without having to leverage capital that doesn't exist."



How it Works

1. Customers interact with Stadsbank through the **storm**® platform in order to make an enquiry.
2. **storm** leverages Stadsbank's existing financial application through integration, increasing efficiencies by matching customers to their financial records to ensure a more personalised customer experience.
3. **storm**'s IVR menu enables customers with routine enquiries to self-service.
4a. Using intelligent Automated Contact Distribution (iACD®) logic, **storm** distributes enquiries to the most appropriate available live agent.
4b. iACD immediately routes high priority contacts to the most suitable live consultant to receive financial assistance.
5. Supervisors can access and create both real-time and historical reports from any internet-enabled location, optimising the entire customer contact process.

Meet The Team—An Interview with Robert Mansfield, Development Engineering Director

In this interview, Robert Mansfield celebrates 20 years at Redwood. He shares some of his experiences and thoughts on the past and the future of the Redwood Technologies Group.

How has your role evolved over time?

I've always been actively involved in the development of our technology but over time my role has become increasingly strategic, with a focus on moving the business forward. I'll still work on some of the core methodologies underlying our systems and the **storm** platform, but I'm also looking at wider market contexts to inform our development schedule and make sure we stay ahead of the curve. When I joined, Redwood built its success on delivering high-quality, custom products to clients with specific requirements. But as we expand I'm responsible for ensuring that all of our services can scale up to meet our growth ambitions.

How have you seen the company change?

I think I was the sixth person to join Redwood and the Group now has well over a hundred colleagues worldwide so it's been quite a transformation! At the beginning we were all involved in lots of different areas across the business and we've definitely become far more structured since then. What's really interesting though is that many of our cultural values have remained the same. We're still keeping the start-up feel and making sure we're agile across all our activities, even at our current size. This has been a key differentiator of Redwood in the past and will continue to be in the future.

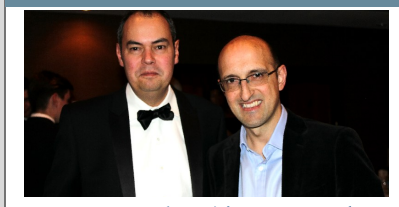
Where do you see the future for the Redwood Technologies Group?

I've seen Redwood grow rapidly but recently the rate of hiring has really turned up a notch, and I don't see why we can't grow to at least ten times our current size. We've proved our **storm** cloud model in Western Europe and we're in a fantastic position to succeed in North America and Asia Pac. As long as the core team continues to work hard and continually improve the business then the sky is the limit for what we can achieve.

What has been your proudest achievement?

Winning the Queen's Award in April was a fantastic moment and it made me especially proud to be part of such a talented team. The best memories other than that have been when we've outperformed much larger competition to win major deals—one of my personal favourites was the delivery of the KPN mass media platform over fifteen years ago, where we saw off serious competition of many times our size to successfully deliver a quality service. That success laid much of the groundwork for where we are today both technologically and as a business.

Success is the Theme for Inaugural Redwood Lecture



CEO Sean Taylor with guest speaker Matthew Syed

On Wednesday the 9th of March, the Redwood Technologies Group held its first annual lecture at the Coppid Beech Hotel in Bracknell. The event comprised an evening of fine food, wine and insights from a leading keynote speaker.

More than 50 colleagues attended the evening and were joined by guests from local organisations such as Bracknell and Wokingham College, Garth Hill School and Bracknell Athletics Club.

Journalist, author, broadcaster and ex-international table tennis champion, Matthew Syed, took to the stage to deliver the inspiring lecture on 'The Growth Mindset', which explored the importance of learning from mistakes and having a positive attitude towards failure in the route to success.

Attendees went home with a copy of Matthew's latest book 'Black Box Thinking: The Surprising Truth About Success' to read up further on his thought-provoking ideas.

CEO Sean Taylor commented:

"Possessing a 'growth mindset' is an important cultural aspect of our business. We work very hard to achieve success and strive for continual improvement. Matthew articulates the concept so well. I'm delighted that we were able to share the experience with members of the community we work in and have had great feedback from many of the attendees."

Redwood Sponsors Pride of Bracknell Forest Awards

On Friday 29th April 2016, Redwood Technologies, resident in the Thames Valley town of Bracknell for over 20 years, proudly sponsored the eleventh annual Pride of Bracknell Forest Awards ceremony. Held at Bracknell and Wokingham College, the Awards celebrated the outstanding achievements and generosity of those from across the Bracknell Forest region.

Guests seated at the 2016 Pride of Bracknell Forest Awards

The evening saw some 150 attendees turn out for a lavish reception followed by a three-course dinner and the Awards presentation. Hosted by BBC Radio Berkshire sports presenter Ady Williams, the evening saw numerous inspirational and selfless members of the Bracknell Forest community recognised for their actions.

For the 2016 Awards, Redwood assumed the role of lead sponsor and organiser for the event. While sister company Content Guru sponsored the School of the Year award, Redwood's Pride of Bracknell Forest 'Young Person' award was won by 17-year-old Jack Harley-Walsh for his outstanding work in supporting refugees.

Sean Taylor, CEO of Redwood, commented: "I'm delighted to have been even more closely involved with Pride of Bracknell Forest this year and look forward to continuing to help with the recognition and appreciation of those amazing people who create a better quality of life for so many others."

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