



Content Guru Partners to Deliver Verint Solutions in the Cloud

*Cloud Telephony Provider Becomes
Global Hosted Partner of Verint
Customer Engagement Solutions*

BRACKNELL, UNITED KINGDOM, January 30, 2017 /EINPresswire.com/ -- MELVILLE, N.Y., January 30, 2017 — [Verint® Systems Inc.](#) (Nasdaq: VRNT) today announced a global partnership with [Content Guru](#), a Communications Integration™ provider, in which Content Guru will deliver Verint customer engagement solutions—including workforce optimization and speech analytics—as an integrated customer engagement suite in the cloud. In addition, Verint's digital first engagement management solution for government and public sector applications has been fully integrated with Content Guru's [storm®](#) cloud customer engagement platform.



Content Guru's storm platform is a feature-rich, multi-channel customer engagement hub and CCaaS (Contact Center as a Service) solution that delivers inbound and outbound interactions, including iACD® (intelligent Automated Contact Distribution) to organizations of all sizes to enhance customer experience delivery. Verint Workforce Optimization™ (WFO) and Speech Analytics™ are now available to organizations worldwide via the Content Guru storm cloud platform. With a single user interface and unique business process workflows, Verint WFO features functionality for call recording, quality management, workforce management, performance management, elearning, coaching, and desktop and process analytics, as well as speech analytics.

Leveraging the WFO and analytics solutions, organizations can capture and analyze customer interactions, journeys and sentiments across channels to enhance the quality and security of interactions, drive deeper engagement with customers and employees, improve internal processes and compliance, uncover business trends, and heighten productivity and performance.

Content Guru also now supports the Verint digital first engagement management solution as a fully-integrated part of its storm cloud platform. This suite from Verint includes a full range of digital and non-digital channels for both self and assisted service interactions. Designed specifically for government and public sector organizations, the digital first solution helps serve citizens more effectively in digital self-service, digital-assisted service and human-assisted service scenarios through integrated case management, business process management, knowledge management, real-time analytics and social media capabilities.

Global Consumer Organization Leverages Verint/Content Guru in the Cloud

Following the start of the partnership in October 2016, a major global consumer service organization already using Verint's WFO solution took advantage of the new combined offering, migrating to a cloud-based iACD by way of the private cloud hosted by Content Guru. This transition to the cloud is helping the service company gain efficiencies in its contact center, branch, marketing, customer care and back-office operations, as well as help reduce risk and overall operating costs.

John Rees, CCO, Content Guru, comments, "Workforce Optimization is an essential part of customer engagement, and we are proud to be partnered with a market leader like Verint. The solution is part of a feature-rich platform and its integration complements storm's built-in customer engagement facilities extremely well, enabling administrators to better manage workforce distribution, while also enhancing quality management capabilities. Organizations looking to deliver a fully-effective customer experience should leverage best-in-class, compatible components across every area, as only a truly joined-up experience can enhance the levels of customer engagement expected by today's consumers. This is equally true in the public sphere, which is why we're excited to support Verint's digital first engagement management solution on our storm platform, giving citizens the flexibility to communicate more efficiently and effectively with public sector and government organizations via their preferred channels."

John Bourne, senior vice president, global channels and alliances at Verint, adds, "Verint is pleased to be partnered with Content Guru. Through its cloud ACD and our multi-tenanted workforce and customer engagement solutions, organizations of all sizes can achieve their most important business objectives—from increasing employee and customer experiences to enhancing loyalty, and from driving revenue to lowering the cost of service delivery."

About Content Guru

Content Guru delivers Communications Integration™ (CI) services, connecting people and devices to information systems through its storm platform. The company was founded in 2005 in the heart of Europe's Tech Valley in Bracknell, Berkshire, to provide cutting-edge communications services through a cloud-based delivery model. Its clients include large enterprise and government organizations throughout a huge range of sectors, including financial services, online, retail, travel and utilities. Learn more about Content Guru's customer engagement hub at www.contentguru.com.

About Verint Systems Inc.

Verint® (Nasdaq: VRNT) is a global leader in Actionable Intelligence® solutions with a focus on customer engagement optimization, security intelligence, and fraud, risk and compliance. Today, more than 10,000 organizations in approximately 180 countries—including over 80 percent of the Fortune 100—count on intelligence from Verint solutions to make more informed, effective and timely decisions. Learn more about how we're creating A Smarter World with Actionable Intelligence® at www.verint.com.

This press release contains "forward-looking statements," including statements regarding expectations, predictions, views, opportunities, plans, strategies, beliefs, and statements of similar effect relating to Verint Systems Inc. These forward-looking statements are not guarantees of future performance and they are based on management's expectations that involve a number of risks, uncertainties and assumptions, any of which could cause actual results to differ materially from those expressed in or implied by the forward-looking statements. For a detailed discussion of these risk factors, see our Annual Report on Form 10-K for the fiscal year ended January 31, 2016, our Quarterly Report on Form 10-Q for the quarter ended October 31, 2016, and other filings we make with the SEC. The forward-looking statements contained in this press release are made as of the date of this press release and, except as required by law, Verint assumes no obligation to update or revise them or to provide reasons why actual results may differ.

VERINT, ACTIONABLE INTELLIGENCE, MAKE BIG DATA ACTIONABLE, CUSTOMER-INSPIRED

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