

## **OmPrompt funded for customer automation management market expansion**

OmPrompt today announces that Albion Ventures is investing £2.5 million to help it meet the global demand for customer automation management in consumer goods, healthcare, pharmaceuticals and logistics.

Over the past 18 months OmPrompt has underpinned accelerated growth with investments in its platform, its management team and its operations. The new funding will be channelled to sales, marketing and strategic partnerships with BPOs/BPMs (business process outsourcing/management) amongst others, as demand for customer automation management increases.

OmPrompt CEO John Wakeman: “OmPrompt is a compelling solution for global manufacturers. They use customer automation management to achieve transactional excellence by filling the gaps in process and technology that prevent customer-facing staff providing superior customer service. We prove the benefits of our intelligent cloud every time we on-board a new name, our customers are a Who’s Who of global brands and we support their operations in 35 countries around the world.”

Albion Ventures, one of the UK’s leading venture capitalists, cites the scale of the global opportunity for OmPrompt’s Customer Automation Management and the calibre of the company’s management team as major attractions for investment. Robert Whitby-Smith, Partner at Albion Ventures, comments: “We are delighted to support OmPrompt’s next phase of growth. Worldwide the integration broking space is a multi-billion dollar market and expanding.”

Wakeman continues: “Our direct sales approach, bolstered by strategic partnerships with BPMs, makes OmPrompt Customer Automation Management the cloud-based solution that big companies engage with confidence. Customer automation management and business process management combine to form a powerful catchall solution – business-process-as-a-service (BPaaS).

### **About OmPrompt**

*OmPrompt is the leader in customer automation management. Its intelligent cloud helps large companies with complex supply chains bridge gaps by eliminating human workarounds when transactional systems can’t cope with diverse operational requirements from customers.*

*OmPrompt’s award-winning platform enables companies across a wide range of industries - including consumer goods, healthcare, and logistics – to gain competitive edge through superior customer service provided by resource freed from back-office functions. Customers include Arla, Bacardi, British Sugar, CEVA, DB Schenker, Heinz, Kellogg’s, Kimberly-Clark, Medtronic, Smiths Medical, Stryker, Reckitt Benckiser and Unilever.*

*Customer automation management comprises multi-format support, intelligent business rules, master data validation, and accelerated exception management to deliver the transactional excellence enjoyed by global brands worldwide.*

*To learn more about customer automation management, visit [www.omprompt.com](http://www.omprompt.com).*