



The latest news from the Octopus Apollo VCT portfolio

In this update we focus on how Natterbox is modernising the call centre

natterbox 

Calling customers via the cloud

Using technology to power human connections

Accelerating the company's growth

Some more Octopus Apollo VCT companies

octopusinvestments

A brighter way

How Natterbox is modernising the call centre



Calling customers via the cloud

For customer-facing businesses, the volume and quality of the calls they make and take are vital to their success. Natterbox uses cloud computing to help those businesses.

The company's CEO, Neil Hammerton, recognised the importance of insights and data generated by voice communications early in his IT career.

Natterbox was founded in 2010 with the aim of delivering a way for companies to scale quickly and intelligently, by aligning technologies to capture all that invaluable information and feed it into sales, product development and staff training.

At the time, the telephony industry was dominated by on-premise, bespoke and expensive solutions. The growth of cloud computing made it possible to add to a system in a matter of clicks, rather than requiring new equipment.

That immediately allowed growing businesses to improve and transform their phone system without needing a massive infrastructure project. But that wasn't the only reason it took off.

Using technology to power human connections

The other key part of the story that helped the company grow is the benefit of genuine human connection.

With email, live chat and social media becoming popular communication channels, businesses are losing out on vital insights that can only be gathered through phone conversations. They are missing the opportunity to give customers that personal experience.

By building an in-house platform that integrates directly with Salesforce, one of the leading customer relationship management software tools, Natterbox offers a seamless way to achieve the best of both worlds.

Bringing together the power of the human voice with the efficiency of digital technology, it puts voice back at the heart of business communications and development strategies. It helps make companies human again.

Octopus Apollo VCT key risks

Natterbox is one of the portfolio companies backed by Octopus Apollo VCT. Please remember that investing in VCTs comes with risk.

The value of an investment in Octopus Apollo VCT, and any income from it, can fall as well as rise. Investors may not get back the full amount they invest.

Tax treatment depends on individual circumstances and may change in the future. Tax reliefs depend on the VCT maintaining its qualifying status. VCT shares could fall or rise in value more than shares listed on the main market of the London Stock Exchange. They may also be harder to sell.

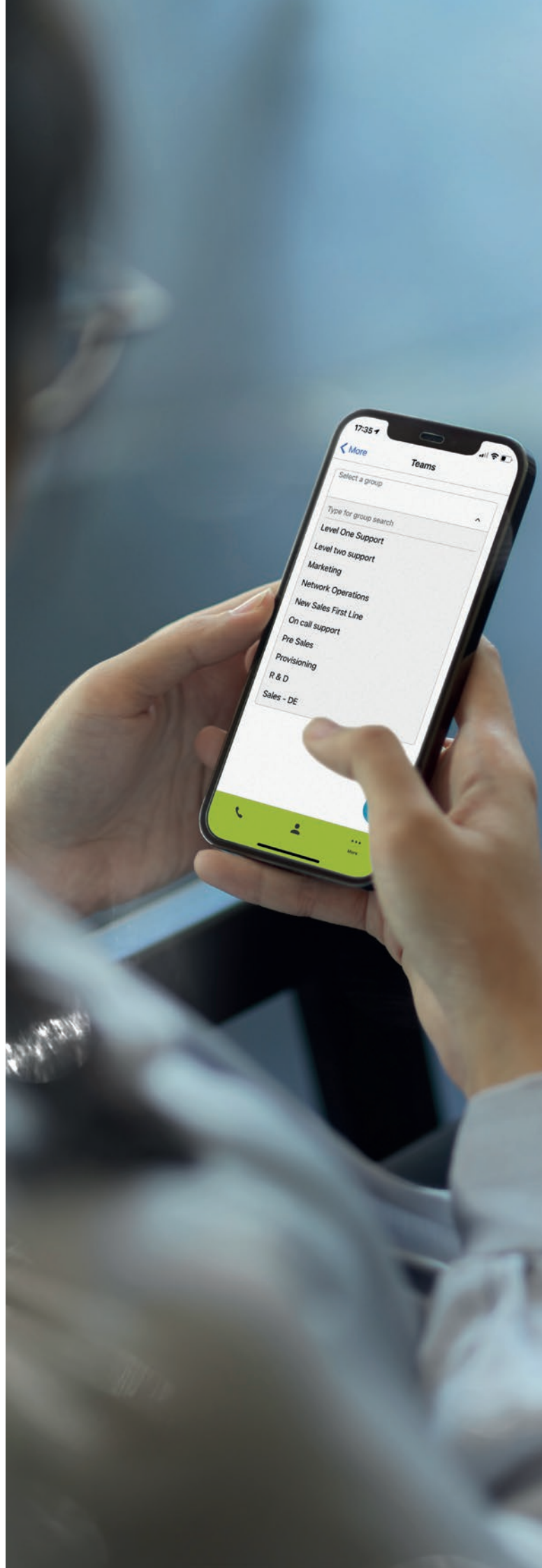
Accelerating the company's growth

We first invested in March 2018 and since then the company has seen recurring revenue growth of 169% in the period to February 2021. Natterbox has grown from a team of 70 to one of more than 130, with offices in the UK, US and Australia. Successive investments have helped accelerate sales and marketing and allowed the business to open a US office. Natterbox continues to expand its global reach and currently has contracts with more than 600 customers around the world¹.

In 2020, Natterbox grew its client portfolio and expanded its relationships with several existing clients.

The company also launched its Freedom interface, which gives users the ability to work from anywhere, on whichever device they want, and Natterbox for Remote Workers, which can set up new users in as little as 15 minutes. In 2021, the company launched Insight, a speech analytics product. An AI-powered voice analytics solution that takes the guesswork out of quality assurance and training. CEO Neil Hammerton explained "We're on a big growth trajectory and last year was the best one yet. Our updated product suite alongside the increased reliance on virtual communication, puts us in an extremely strong position for the years ahead."

¹natterbox.com



Elsewhere in the Octopus Apollo VCT portfolio

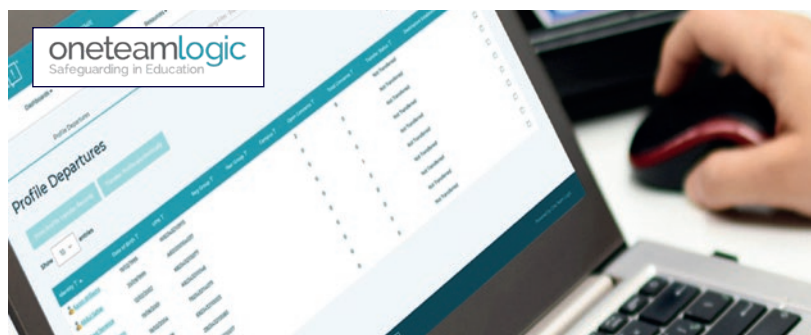


When Veeqo founder Matt Warren was trying to grow a retail business, he found it difficult to manage multiple orders from more than one marketplace. He took these frustrations and channelled them into starting Veeqo, a solution for businesses facing the same problem he had.

Today's retailers have to be multichannel, selling in many different online marketplaces, in stores and through mobile applications. Veeqo's software has helped do that so effectively and efficiently that orders processed on Black Friday in 2020 were 107% higher when compared to 2019².

Clients including well-known brands like Brompton Bikes, Brewdog and Dove use the system to manage all orders from one place, with real time inventory sync across all sales channels and marketplaces.

The business has seen unprecedented demand against the back drop of a massive increase in ecommerce due to the pandemic. Because of this Veeqo has invested in its engineering team, to help improve performance and cope with demand.



One Team Logic offers safeguarding software to those who are responsible for the protection of children, young people and adults at risk. The MyConcern product is a secure and trusted safeguarding software used by schools, colleges and other organisations in the UK and worldwide. The software from One Team Logic won the Queen's Award for Enterprise in 2018, joining previous winners such as KPMG and JP Morgan Chase.

The business was created by former senior police officers with over 60 years' experience in safeguarding and child protection. The secure and intuitive platform is easy to use, saves time and enables early intervention.

The company's team of safeguarding professionals has over 200 years' combined experience working in public services across policing, education (multi-academy trusts, school governance, and teaching), local authorities, health, and social care.

²Veeqo, LinkedIn, December 2020.

More exciting companies within the Octopus Apollo VCT portfolio



Fuse Universal provides an integrated learning platform that helps businesses connect with employees in real-time, respond to their changing needs and drive performance. We first invested in Fuse Universal in September 2019.



SimplyCook provides a subscription-based recipe box service and was founded by Oli Ashness out of a passion to get even the busiest people cooking new and exciting meals. We first invested in SimplyCook in January 2019.



Sova offers an end-to-end candidate assessment and talent management human resources software platform. We first invested in Sova in November 2020.



Ryte provides website quality management software to customers in more than 50 countries, continuously monitoring and optimising website performance. We first invested in Ryte in December 2020.

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