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Guildford small business game-changer, QStory, predicted to join the successful ranks of TransferWise, Made.com and JustPark

Guildford-based QStory, an automated staff management tool suite for contact centres, was named 'one to watch' at the Everline Future 50 awards, held in conjunction with Real Business at Bankside Vaults, London on Thursday night.

Real Business created the Future 50 project in 2011 to shine a spotlight on early-stage companies that see the future in a new way. Now in its fifth year these awards have evolved to recognise companies that challenge the norms and traditional thinking in their field, with breakthrough brands JustPark, TransferWise, Made.com and Wearesocial among its alumni.

The Everline Future 50 – Class of 2016 were unveiled at a packed event, hosted by impressionist and TV-regular Jess Robinson and attended by hundreds of guests including MPs, VCs, analysts and past winners.

Nominations from small businesses disrupting every industry imaginable from energy to engagement rings, peer to peer to pet sitting, chutney to catering and HR to housekeeping were whittled down to the final 50 by a panelist of expert judges including: Hunter Ruthven, editor, Real Business; Tomer Guriel, CEO, Everline; Anthony Fletcher, CEO, Graze; Justin Peters, Founder & CEO, Kabbee and Katie Leviten, Investment Manager, JamJar Investments.

Tomer Guriel, CEO, business e-lender Everline, said: "There's a big buzz around game-changing businesses, particularly in the fast-growing FinTech space, but very few awards that actually celebrate the entrepreneurial culture of small businesses that is helping the UK stand out as a world-leader in innovation. We're really proud to support and celebrate the achievements of these businesses and wish them every success in the future."

Hunter Ruthven, Editor, Real Business, commented: "This year's Everline Future 50 companies are further evidence that British entrepreneurs are neither prepared to accept stagnant industries providing inferior service nor shy away from the risky endeavour of creating something to solve that problem."

"You can't help but be inspired by the creativity demonstrated by this year's cohort, whether it is shaking up the way we think about mapping or simply providing a better way to receive your favourite craft beers. This year's Everline Future 50 join an illustrious alumni that with each passing day produces an inspiring story – whether it's growth, acquisition, fundraising or new client win."

QStory is revolutionising the way call centres manage staffing. In doing so, QStory is improving both customer experience and the working lives of the 1.5m+ call centre staff in the UK. How? It uses a blend of big data processing, artificial intelligence and mobile technology to automate situational analysis and difficult 'on-the-fly' decision making for contact centres. Its first suite of tools, The WhyDetector™ automatically determines not just what is happening in the call centre but why it's happening and communicates this to staff in the form of a newspaper report. Its latest system, Arti, automatically predicts shortfalls and surplus in staffing and redeploys them to address shortages elsewhere.

Paddy Coleman, Founder, QStory, said: "We're delighted to have been recognised as part of this year's Everline Future 50. It's great to receive credit for the innovative work we're doing and to be hailed as a positive disrupter in our field by the judges, Everline and Real Business."

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Press contacts

Ali Dagwell: ali@everline.com / 07741 260463

Emily Cunningham: emily@everline.com / 07785 612321

Alex Kemp: alex.kemp@qstory.co.uk / 01483 685360

QStory contact

W: www.qstory.co.uk

E: info@qstory.co.uk

T: 01483 685360