



### Challenge

Improve quality and efficiency of customer service.

### Before Cincom Synchrony™

- **Inefficient human capital allocation**  
Agents were in multiple locations handling only one product line and one interaction channel.
- **Ineffective customer conversations**  
Agents could only see customer detail for one product line and no interaction or transaction history summaries.
- **Lengthy and complex training**  
Agents were required to learn 10-15 different systems for each line of business, including different navigation for each issue.
- **Customer dissatisfaction** – Handle times of over 10 minutes on many issues due to the complex process required by the number of systems.

### After Cincom Synchrony

- **Operational efficiency** – Agents in distributed centers around the country handle multiple product lines across multiple interaction channels.
- **Effective customer conversations via Universal View** – Agents see transactional and interaction histories across all channels and product lines.
- **Unified interface into back-end systems** – Training time was reduced as Synchrony provides relevant resources, including 1) scripting, 2) access to knowledge resources based on product line, and 3) access to appropriate back-end systems based on conversation type.
- **Customer satisfaction** – Efficient and effective customer conversations resulting in happy and loyal customers.

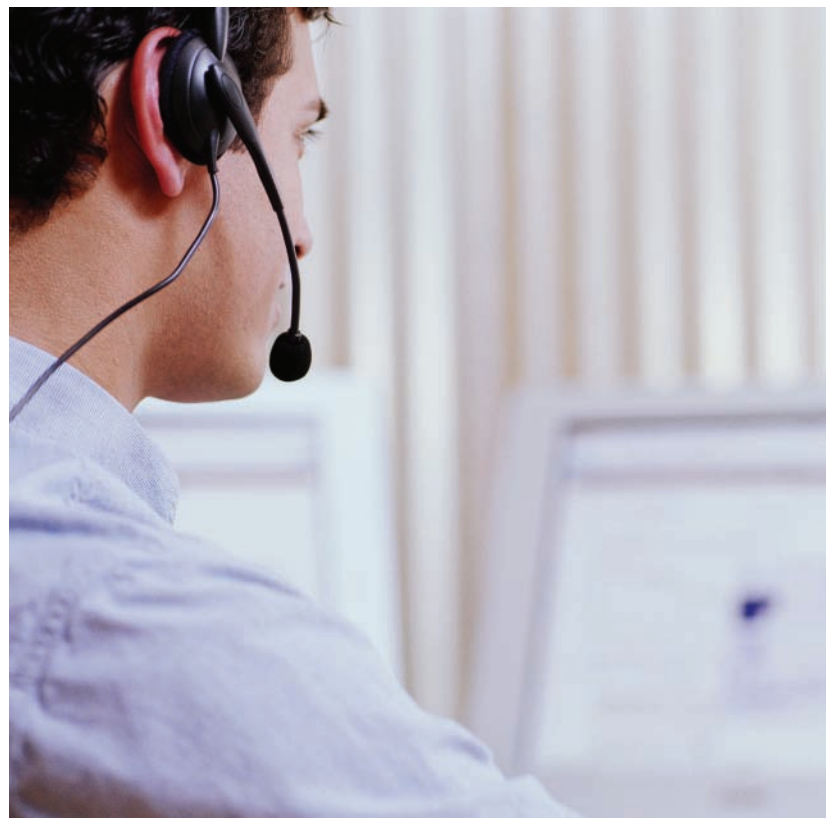
### Results

- System fully deployed within 45 days.
- Average handle time dropped 77 seconds for a savings of nearly \$12 million annually.
- \$5 million reduction in yearly training.
- ROI in less than three months.

Profile in success: **National Cable Company**

# Cincom Synchrony's agent desktop simplifies contact center

Analysis reveals rapid return on investment



## Simplifying the complexity of multiple product lines

The United States' largest cable company provides several core consumer and business services, including high-speed internet access, digital cable, and digital telephony services. Each product line had its own separate and unique groups of customer service agents, divided further into subgroups based on interaction channel. Each group used different systems, processes, and channels and lacked access to customer information outside the group. This structure not only created operational and financial inefficiencies, but worse, customer dissatisfaction due to inconsistent and time-consuming service.

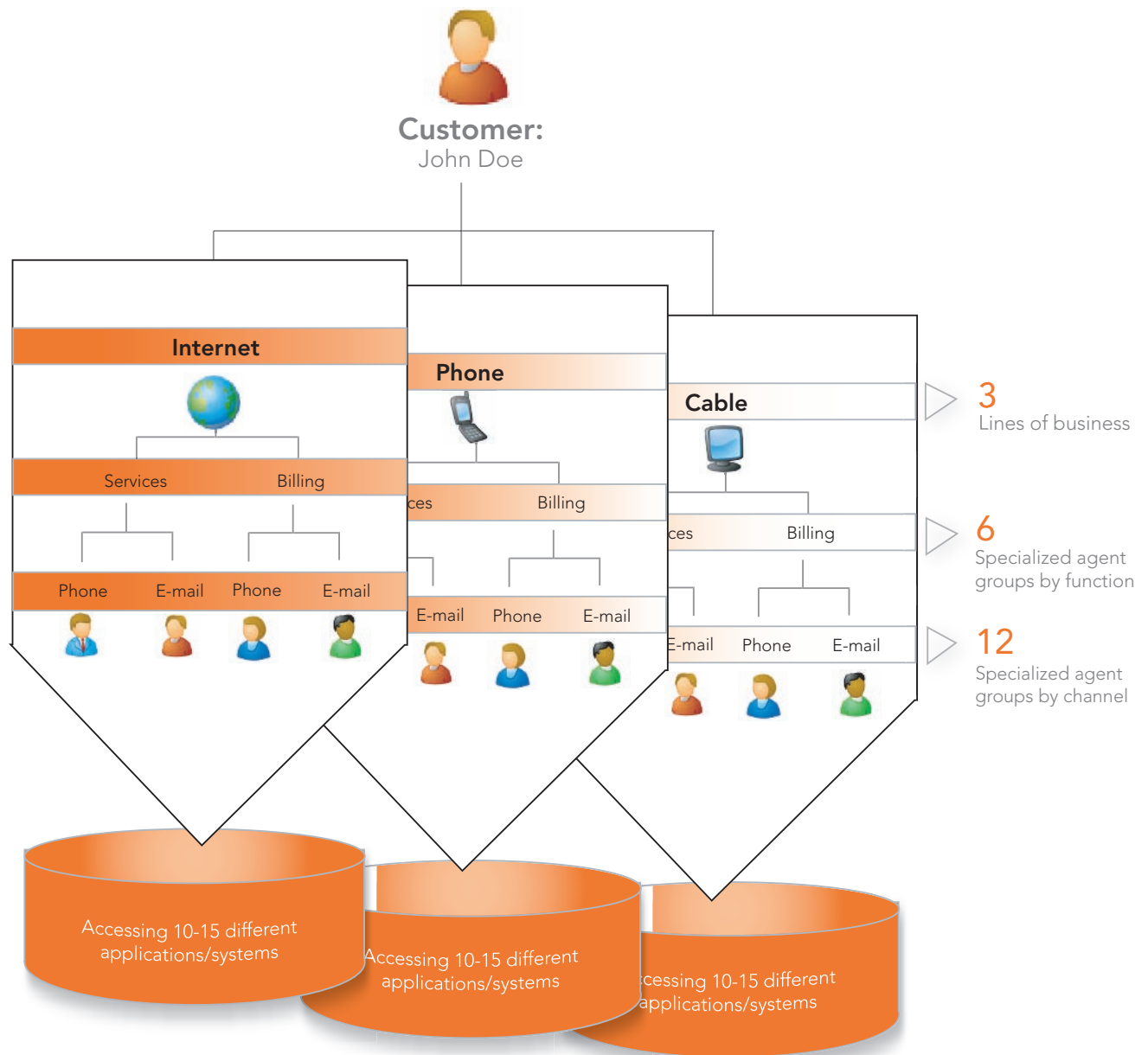


Figure 1: Before Synchrony

## The challenge – improve service effectiveness and efficiency

The company set out to reduce costs and increase operational efficiency while enhancing the customer's experience. To do so, they wanted to test the feasibility of a "universal" agent capable of handling customer requests across all product lines and communication channels.

To accomplish this, they realized that, along with the redesign of some of their business processes, they would require additional customer relationship and interaction management capabilities, including the following application requirements:

- Complete customer view across all groups
- Must be customizable to meet the specific needs of each product line for a single group
- Must leverage existing back-end and front-end systems
- Must be operational in less than 60 days
- Low total cost of ownership
- Must provide a return on investment in less than 180 days

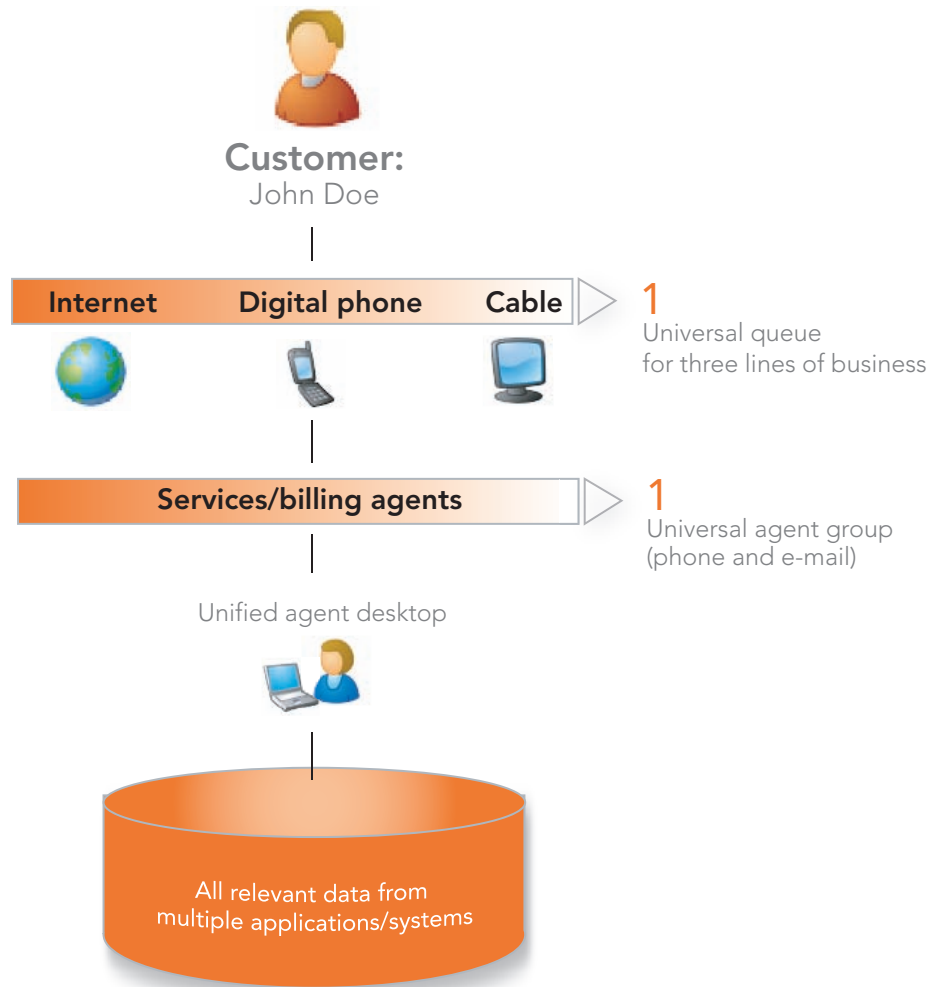


Figure 2: After Synchrony

## The solution – Synchrony

After a careful evaluation, they selected Synchrony based on a number of capabilities:

- **Universal View** – Synchrony’s Universal View agent desktop quickly leverages and collaborates with existing front-end and back-end systems to provide a single view of a customer across all relevant transactions and interactions. Plus, it delivers associated reports and analytics.
- **Contextual knowledge base** – Delivery of new and existing knowledge resources and general tools based on product line in multiple formats, such as links, scripts, etc.
- **New integration approach** – Delivery of appropriate applications and back-end systems across all three lines of business, which equips agents with pertinent, real-time customer information only when they need it.
- **Multi-channel interaction management** – Supports the full range of interaction channels (phone, e-mail, chat, fax, collaboration, call-me-back, etc.), allowing customers to interact in any manner they desire.
- **Architecture** – Internet-native architecture and multi-tenancy deliver “hosted anywhere” and “agent anywhere” capabilities. These and other approaches in application architecture, customization, and integration architectures enable rapid implementations and low-cost maintenance and upgrades.

## Results

To validate and measure the universal agent concept and Synchrony technology, the company designed a measured trial involving 75 agents across three call centers, including an outsourced group. To ensure the most accurate results, the trial was designed in three phases, which included:

- Measurement of existing environment without any process improvement changes (one year historical data)
- Addition of internal process improvements (three months)
- Introduction of Synchrony (three months)

At the end of six months, the trial revealed the following results associated with the Synchrony implementation.

### Measured operational savings

- **Reduction in average handle time** – An average of 77 seconds in handle time across all issues (many issue types were reduced by 5-10 minutes).
- **Reduction of 231 FTEs** – Delivers a cost savings of \$924,000 per month (\$11.1 million per year).
- **Reduced training times** – Three-week reduction for each training class due to system transparency, system navigation, and cross-product utilization from a single interface, resulting in a projected savings of over \$5 million per year. Also eliminates the need for retraining when back-end systems are consolidated since Synchrony provides system transparency.
- **Quick speed to market** – Synchrony was deployed within 45 days, including requirements gathering, configuration, customization, knowledge base and scripting setup, integration of over 50 applications, data loading, testing, training, and rollout.

### Additional operational savings

- **Rapid agent learning curve** – The learning curve was minimal as significant savings were realized within days of implementation.
- **Increased agent satisfaction** – Agents experienced a reduction in system and business-process complexity, leading to a projected reduction in attrition.
- **Improved business planning** – Once the complete customer view was created, the ability to track trends and make business decisions improved.
- **Rapid system rollout** – Due to the net-native architecture, any group anywhere could begin using Synchrony immediately without any preparation besides user setup and training.
- **IT cost savings** – As a hosted offering, all system-related work, maintenance, releases, and upgrades are performed by Cincom resources, saving IT resources for other internal efforts.

### Customer satisfaction

Customer satisfaction noticeably increased due to:

- Significantly lower handle times
- Increase in first call resolutions
- Better agent understanding of customer history and preferences
- Consistent and relevant help across all three product lines

### Return on investment

Return on investment for this organization was realized in less than 90 days of implementation.

There are additional benefits that were not specifically measured as part of this analysis, but are also extremely relevant and add significant top-line value and bottom-line cost savings. However, the information above demonstrates how a few key metrics easily justify the acquisition of the Synchrony solution.

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