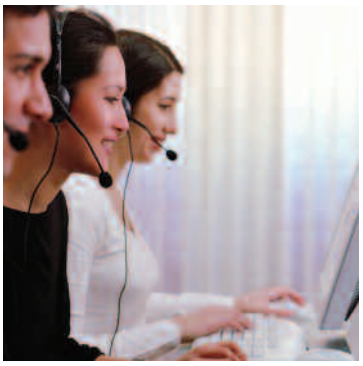
Cincom Synchrony™

Multi-channel customer experience management



Cincom®

SIMPLIFICATION THROUGH INNOVATION™

Restore the intimacy

Today's customers are more sophisticated and demanding than ever, yet they still crave the intimacy of personal customer care. The secret to winning and keeping customers is to significantly exceed their already-elevated expectations at every touch point.

Synchrony helps contact centers deliver outstanding customer service and sales experiences by:

- Proactively managing and synchronizing interactions and transactions across all channels
- Simultaneously equipping agents with just the right knowledge and resources for fast, accurate, and personalized responses

By delivering a contact – a phone call, e-mail, chat, or fax – along with all of the pertinent information needed to communicate in a single unified desktop, your agents can immediately interact with your customers at a more meaningful and personal level. The results? Greater customer loyalty, operational efficiency, and ultimately, profitability.

Cincom Synchrony delivers these robust capabilities:

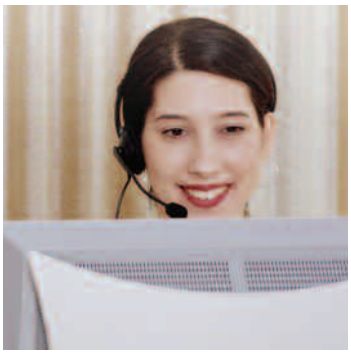
- Multi-channel inbound and outbound contact center
- A unified agent desktop – 360° customer view
- Advanced analytics and reporting
- Hosted and on-premise delivery options

The contact center

The cornerstone of your customer experience management strategy

The contact center is a critical element in any customer experience management strategy. How well you perform in the contact center directly impacts how customers feel about your product, service, and organization. So you have to do it well – exceedingly well – all of the time!

Synchrony simplifies the complex environment of today's contact center, making agents more efficient, productive, and satisfied, while simultaneously improving the customer's experience and delivering measurable business results.



Efficient, productive, and satisfied Synchrony agents deliver improved customer experiences and better business results.

"Truly loyal customers can't imagine doing business with anyone else. They are your best advertising because they've become advocates for your company.

"Companies that have such customers have managed to create a customer experience that is consistent, intentional, differentiated, and valuable. To do this, they use all aspects of the business, marketing, operations, and human resources to work together to deliver to the customer."

Shaun Smith and Joe Wheeler, authors
Managing the Customer Experience

Connect your agents to your customers – and your customers to your business

Cincom Synchrony lets you connect with your customers on a personal level, helping to create and maintain the long-lasting customer relationships you need to grow your business.

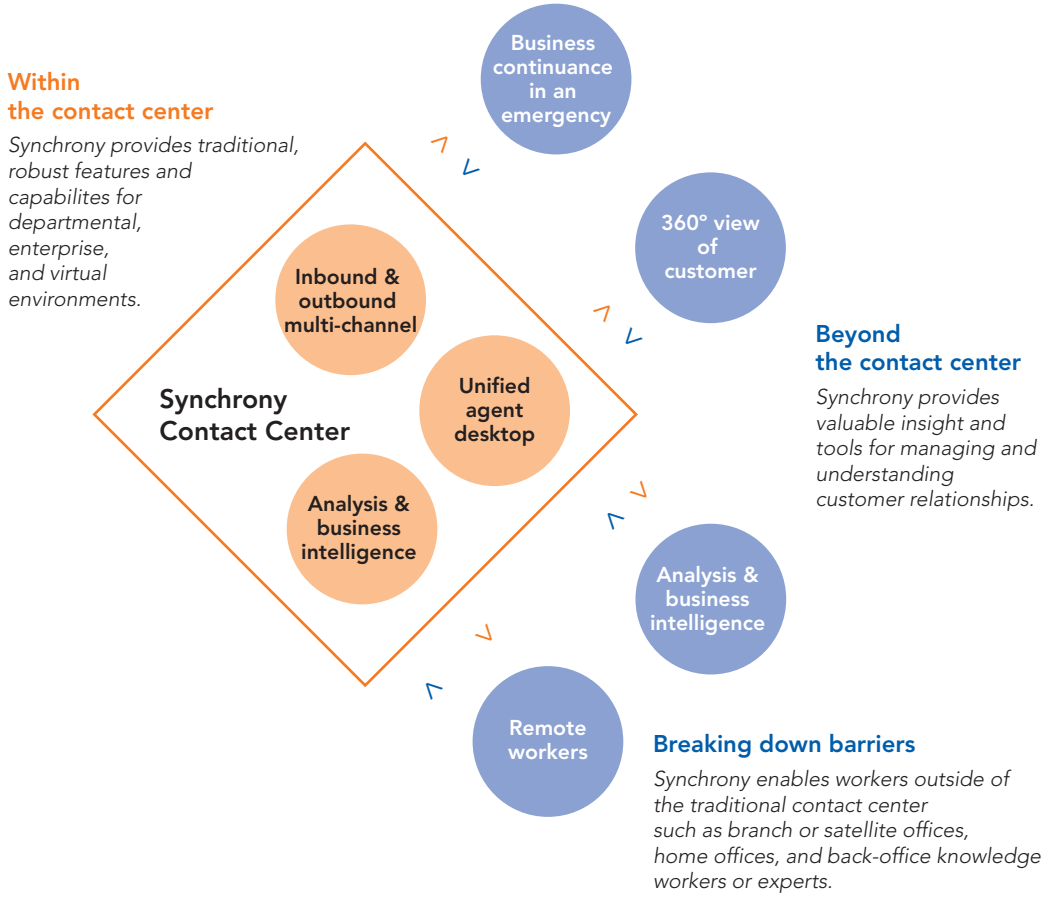
Increase lifetime customer value through continuous, positive customer experiences
Cincom Synchrony improves the quality, consistency, and timeliness of customer interactions and transactions to create an intimacy that is often missing in customer relationships. The results are greater loyalty and increased revenues through:

- Faster response times
- Consistent, accurate responses and offers across all channels – voice, e-mail, chat, fax, and self-service
- Elimination of duplicated efforts to simplify and improve the customer experience
- Minimized agent involvement with self-service options where necessary or preferred by the customer
- Creation of a predictable workflow and follow-up that enables consistent customer interactions to build long-term value and minimize churn

Improve agent productivity and effectiveness
Cincom Synchrony equips agents with the appropriate information and tools for each interaction by providing immediate access to relevant knowledge and resources through a single desktop.

- Reduces agent training by unifying business applications, systems and resources in a single desktop.
- Single login saves time, increases productivity, and enhances customer satisfaction.
- Quick access to existing business systems minimizes delays while retrieving appropriate information.

Synchrony works within and beyond the contact center



Enhance business operations

Cincom Synchrony provides faster response times and increased first-call resolutions. It also helps lower costs and improve service, while in-depth business intelligence helps craft the right offers to increase revenues.

- Decrease costs through improved operational efficiency at every contact.
- Increase sales conversions by identifying selling opportunities through customer preference and patterns.
- Maximize your investment by utilizing the internet as a secure global delivery system delivering high reliability at a low cost.
- Minimize unnecessary infrastructure, licensing, and IT support costs.

Rapid ROI and quick implementation

Cincom Synchrony is a proven application that enhances – not replaces – your existing systems and applications, and offers flexible implementation options.

- Hosted or on-premise, Synchrony delivers the same solution to meet your existing and future needs.
- Low cost of ownership/low risk thanks to proven implementation strategies and years of experience.
- Rapid implementation means quicker time to payback.
- Leverages existing business systems to maximize your previous investments and minimize business disruption.

The high-value, low-cost contact center solution for any environment

Cincom Synchrony is a multi-channel contact center and unified agent desktop solution proven to enhance customer relationships while optimizing agent and business-user efficiency. Whether hosted or on-premise, Synchrony provides your inbound and outbound sales, marketing, and customer-service environments with a high-value, low-cost contact center solution.

Unified agent desktop
When agents have all of the right information and resources at their fingertips, they are better equipped to respond quickly and appropriately to each customer. The Synchrony unified agent desktop provides these integrated features:

- Contact management
- Dynamic and contextual information
- Interaction management
- Activity management
- Exposes relevant applications and systems in a single desktop layer
- Enterprise-wide value – does not require the inbound and/or outbound contact center

How do you want Synchrony: hosted or on-premise?
Unlike other hosted solutions that offer scaled-down versions of a licensed product, you get the full, robust capabilities of Synchrony in every environment. The hosted solution let's you "try before you buy" and then move to on-premise when – and if – it makes sense for your organization. Low risk, low cost, high value!

Inbound contact center
Interact efficiently and effectively for faster contact resolution, increased productivity, revenue generation, and higher customer – and agent – satisfaction and loyalty. Synchrony provides the following inbound features:

- Multi-channel support – voice, e-mail, chat, fax, and self-service
- Universal queuing and intelligent routing
- Smart screen pop
- Unified agent desktop/Universal View
- Agent anywhere – virtual contact center

Outbound contact center
Increase revenue and agent productivity while lowering operational costs. With Synchrony Outbound, you can proactively communicate using campaigns that are optimized for each customer group. Or, you can even blend your incoming and outgoing contact centers into a single, highly productive environment. Synchrony outbound features include:

- Multi-channel support – voice, e-mail, chat, fax, and self-service
- Campaign management
- Multiple automated dialing options
- Scheduled callbacks
- Automated fulfillment
- Unified agent desktop/Universal View
- Agent anywhere – virtual contact center
- Blended inbound/outbound from a single agent desktop environment

Analytics and reporting
Synchrony's analytics and reporting provides visibility into your customers' entire life cycles. Connect everything you capture about interactions and transactions, and identify the most crucial indicators for your success.

- Real-time monitor
- Analytical OLAP cubes
- Standard and fully customizable reports
- Web-based access

Rely on Cincom

Cincom is the world's most experienced technology provider, with a history that spans nearly 40 years and a proven track record of helping companies worldwide substantially increase and sustain productivity and profitability.

Resources and 24/7 support
Your contact center is the front line to your customers, and its successful operation is critical to your business. We understand that technical support is a key component to ensuring ongoing, optimal operation, and we have the expert global resources to assist and support you. With an international customer base, Cincom pioneered the "follow the sun" concept in 1971, and has earned a strong industry reputation for its service and support capabilities.

Learn how Cincom can help you maximize your customer interactions and relationships and improve productivity while simultaneously improving operational efficiency.
Call Cincom or visit **www.cincom.com/synchrony**.

"Cincom's customer service and support is a key differentiator."

– Gartner

Cincom at a glance

- Operations spanning five decades
- Thousands of clients on six continents
- Nearly 1,000 employees
- 37 offices in 18 countries
- Long-term, proven financial stability
- Ranks among the top 5% of all software companies worldwide
- Longest-serving CEO in the computer industry

Industry recognition

Cincom, the Quadrant Logo, Synchrony, and Simplification Through Innovation are trademarks or registered trademarks of Cincom Systems, Inc. All other trademarks belong to their respective companies.

© 2006 Cincom Systems, Inc.
FORM SY040216-1 2/06
Printed in U.S.A.
All Rights Reserved

World Headquarters • Cincinnati, OH USA • US 1-800-2CINCOM
Fax 1-513-612-2000 • International 1-513-612-2769
E-mail info@cincom.com • http://www.cincom.com