

## DATA SHEET

*The challenge in any contact center is to unite with your customers in a meaningful and efficient manner for faster contact resolution, increased productivity, revenue generation, and higher customer – and agent – satisfaction and loyalty. Synchrony Inbound gives customer service and sales environments the tools to provide fast, consistent, and reliable responses.*

**Overview**

Synchrony Inbound is a customer interaction management system that improves operational efficiency and effectiveness by intelligently queuing and routing interactions across multiple channels and multiple locations. With Synchrony Inbound, one agent can interact over several channels, or multiple agents in various locations can work in the same queue. This powerful communications solution is designed to optimize interactions by decreasing operational costs and increasing sales conversions in the contact center.

**Highlights**

- Enhances the customer and agent experience by efficiently delivering interactions to the appropriate agents based on customer value or other business requirements across all contact channels.
- Enables consistent, accurate responses and offers across all channels, and eliminates the duplication of effort.
- Improves response times by equipping agents with all relevant customer information, history, resources, and single-screen access to other applications and business systems.
- Maximizes contact time with targeted customers.
- Minimizes the organization's risk by offering flexible deployment options, including hosted, licensed, or both.

# Cincom Synchrony™ Inbound

Multi-channel contact center



## Inbound customer service and sales

**Communicate with your customers how they want, when they want!**

Enhance your customer communications across all channels, including telephony, e-mail, chat, fax, web collaboration, and call-me. Unlike other solutions that simply bring these channels together at the desktop, Synchrony integrates these channels, providing your customers with a superior customer experience that allows you to:

- Decrease operational costs
- Increase sales conversions
- Enhance interactions based on customer value
- Maximize contact time with targeted customers

# Improve customer satisfaction with Synchrony Inbound

## Increase operational efficiency while enhancing service

**Consistent multi-channel desktop** – Designed from the ground up for multi-channel capabilities, Synchrony allows agents to not only manage multiple interactions at once, but also use the same knowledge base, the same contact and activity management tools, the same scripts and resources, and most importantly, the same operating process across different interaction types (phone, e-mail, chat, fax, and offline work). This provides continuity across all channels, which enhances productivity and simplifies training.

**SmartPop** – When an interaction is delivered to the agent's desktop, Synchrony Inbound automatically searches for the identification of the customer. This can be accomplished through a phone number, cell number, fax number, e-mail address, account number, social security number, or any other method of identification. Customer details are automatically retrieved and the customer's history is automatically displayed.

**Universal or multi-channel queue** – Synchrony queues interactions across all channels, including phone, e-mail, chat, and fax. This not only provides a single location for managing the incoming flow and routing of interactions and transactions, it also enables complete decision-making, more effective customer conversations, higher customer satisfaction, increased agent productivity, and complete reporting.

**Intelligent routing** – Synchrony's intelligent and skills-based routing capability connects customers with the appropriate agent for each interaction. Routing rules can be customized very granularly, enabling various types of routing decisions. For example, you can route based on geography, profitability/value, agent skills, and previous agent-customer interaction. Intelligent routing improves service levels and maximizes your agent resources.

**Agent anywhere** – Remote or distributed agents have the exact same interface, tools, and resources as local agents. In addition, supervisors have the ability to extensively track, monitor, and report on all agents, remote or local. This capability allows managers to utilize agent groups across geographically distributed centers, implement follow-the-sun interaction strategies, increase agent satisfaction by allowing flexible working options, and ensure business continuance during an emergency.

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**Self-service portal** – The self-service portal provides the flexibility to share information with your customers, thus reducing call volumes. From your website, customers can check account status; update profiles; submit, modify, or view the status of open tickets; and use knowledge resources to solve their own issues using text search or hierarchical navigation. Synchrony tracks and integrates the activities from the self-service portal for a complete customer view and comprehensive reporting.

## Reduce IT headaches

**Hosted anywhere** – Synchrony Inbound offers a variety of deployment and financing options. You can purchase a license and deploy Synchrony Inbound at your location, or subscribe to Synchrony Inbound's hosted service and let Cincom manage the logistics and infrastructure of your software for you. Or, reduce the risk by starting with the hosted version and confirm it works for your business, reaping the benefits immediately, before investing in a licensed version.

**Multi-tenant, multi-campaign architecture** – Configure and deploy separate and unique campaigns for multiple initiatives, divisions, or companies around the world using only ONE software instance and a single shared infrastructure. This not only saves in infrastructure and licensing expenses, but also significantly increases speed-to-market of each campaign and division.

**Leverage existing investments** – Synchrony protects and leverages existing contact center investments. For example, if you already have a PBX/ACD or e-mail management system in place, you can continue to use the existing technology and then implement new channels through Synchrony. Additionally, Synchrony supports other third-party contact center functionality such as IVR and call recording.

## Better manage your contact center with real-time knowledge

**Real-time monitor and analytics** – Synchrony allows supervisors to view interaction data and agent activity as it occurs to ensure the highest levels of service and performance. Synchrony's comprehensive analytics suite goes even deeper into understanding and managing your contact center. First call resolution, and cost of service metrics are examples of the critical business intelligence Synchrony puts at your fingertips.

## There's more to Synchrony

Cincom Synchrony improves customer relationships while optimizing agent and business-user efficiency. It includes the following critical components:

- Unified agent desktop
- Inbound contact center
- Outbound contact center
- Analytics and reporting

Learn more about the many dimensions of Synchrony at [www.cincom.com/synchrony](http://www.cincom.com/synchrony).