

## DATA SHEET

*The growing importance of proactive customer service and the growth of telemarketing and collections activity in emerging contact center markets continue to drive demand for outbound solutions. Cincom is meeting this growing demand with Synchrony Outbound Manager. Synchrony Outbound Manager is a customer interaction solution that helps companies identify, win, retain, and grow profitable customers through their contact centers. It helps companies improve the quality of customer interactions while streamlining customer requests, resulting in improved loyalty and profitability.*

**Overview**

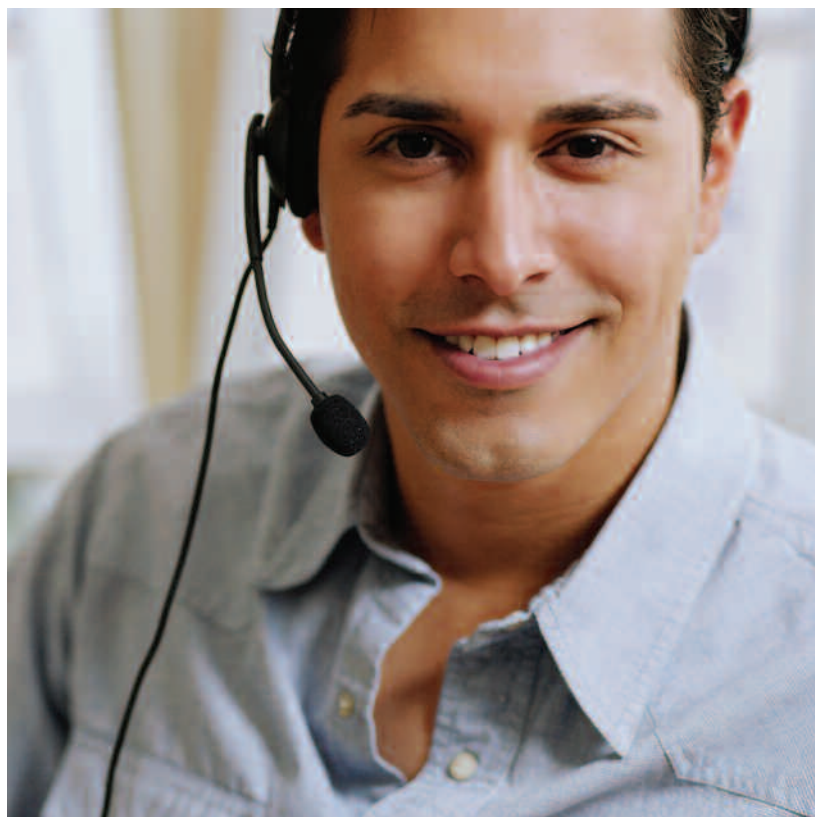
Synchrony Outbound Manager is a complete outbound solution for managing customer interactions and enhancing customer relationships. Synchrony Outbound Manager's core competency and strengths lie in its ability to provide a complete outbound solution for telemarketing and collection operations through sophisticated list management and auto-dialing functionality. With the outbound capabilities of Synchrony Outbound Manager, you can improve profitability by increasing agent productivity and reducing costs.

**Highlights**

- Increases efficiency and sales in outbound contact center environments.
- Decreases costs by automating outbound calling as well as eliminating unproductive calls such as busy signals, answering machines, and no answers.
- Maximizes contact time with targeted customers.
- Increases sales conversion rates as an increase in the number of contacts relates to more sales per hour and an increase in revenue.

# Cincom Synchrony™ Outbound Manager

Outbound contact center communications management system



**Improve the profitability of outbound environments by increasing agent efficiency and reducing operational costs**  
**Design and execute campaigns based on customer value**

**Identify and contact optimum prospects** – Synchrony Outbound Manager enables the contact center to segment and prioritize its lists in order to target high-value customers for specific sales campaigns.

**Full-cycle campaign management** – Fully manage outbound service and sales campaigns, including planning, design, execution, and results analysis.

## Increase revenue through enhanced agent productivity

**Predictive dialing** – Optimizes agent resources by sending only connected voice calls, leading to higher productivity and sales conversions.

**Call anticipation** – Agent productivity dramatically increases since valuable time is not wasted listening to the progress of a dial or waiting for the next voice call. Synchrony utilizes a dynamic algorithm based on call anticipation to set the rate at which calls are initiated in an outbound contact center environment.

## Support for multiple dialing options

**Precision dialing** – Enables contact centers to select the appropriate dialing method per campaign.

**Preview dialing** – Allows agents to review customer information and contact history before initiating the dial.

**Progressive dialing** – Agent receives customer data (screen pops) simultaneously while the customer is being dialed eliminating the need for the agent to initiate the dial.

**Predictive dialing** – Screens out unproductive calls such as busy signals, answering machines, and no answers to maximize contact time with targeted customers. More contacts mean more sales per hour and an increase in revenue.

## Easy-to-use, web-based agent interface

**Online customer information** – Assists agents through the call flow by providing them with a complete view of customer and business profile information.

**Online scripting** – Helps guide agents through the call flow and ensures consistency with customer conversations across campaigns.

**FAQ database** – Standardizes responses to common questions and objections.

**Automated fulfillment** – Allows for delivery of personalized correspondence (such as letters) to customers per campaign. Documents are printed and mailed, faxed, or e-mailed directly to the customer.

**Contact history** – Call status information is tracked for all voice contacts enabling agents to view customer contact history.

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**Callback scheduling** – Allows agents to schedule and initiate callbacks at a specific date and time.

**Web-based training** – Allows agents to train at their own pace eliminating the need for costly training resources and lengthy training sessions.

## Cost-effective deployment

**Utilizes existing infrastructure** – Ensures investment protection for installed PBX and hardware.

**Supports the virtual contact center** – Administration, configuration, and manipulation of servers can be done remotely and servers can be located in a centralized location to support remote centers.

**Less expensive and more scalable solution** – Unlike hardware-based predictive dialer boxes, which are limited-function switches that in some cases even require proprietary telephones, Synchrony Outbound Manager permits a truly open enterprise-wide solution. A software-driven approach to dynamic predictive dialing provides a less-expensive, more flexible, more scalable, and more productive solution to contact centers.

## Faster rollout and monitoring of new campaigns

**Reduced agent training time** – Online scripting helps guide agents through complex call flows for faster campaign ramp-up and reduced training time.

**Campaign and list management** – Includes templates for rapid management of campaigns. Enables the contact center to maximize outbound call performance through the management and monitoring of outbound calling lists. Administrators can obtain real-time statistics such as the number of records remaining in a list, perform list segmentation based upon customer demographic information, modify the order and quantity of records per list, define list recycling algorithms, open and close lists, and dynamically add new records to an active list.

**Reporting/analysis** – Delivers standard call-history reporting enabling administrators and managers to effectively manage agents and campaigns.

## 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).



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