



*“Hurricane Wilma made a direct hit less than 20 miles from the headquarters of Fine Art By Hyatt in Naples, Florida. With hosted Synchrony, our agents in the Midwest and western states were able to cover the phones while we were covering our heads to protect from Wilma. We never missed a beat as far as taking customer orders was concerned!”*

– Larry Block, Fine Art By Hyatt

Profile in success: **Fine Art By Hyatt**

## Ready or not – here comes Hurricane Wilma

Fine Art By Hyatt was ready with Cincom Synchrony™ hosted contact center



When category-four Hurricane Wilma bore down on South Florida on October 24, 2005, it had its eye on Naples, FL, home base of the call center for Fine Art By Hyatt (FABH). The direct hit was about 20 miles to the south but the devastation to the area was massive. Power and phone service was out for several days and clean-up preoccupied the FABH staff.

Larry Block, vice-president of Block & Block, Inc., the marketing group responsible for launching FABH, was ready. While he battened down his home and prepared for the worst, he had peace of mind knowing that the FABH contact center would operate seamlessly and without disruption.

## The hosted contact center enables business continuity in an emergency

FABH uses hosted Synchrony to connect Park Hyatt Hotel guests with the Art Curator center. As a hosted solution, all of the hardware and software are housed and maintained in a secure hosting facility – in this case in Cincinnati, OH – far from the threat of Hurricane Wilma. So while power was out in Florida for days, the FABH contact center was up and running without disruption.

## Virtual art curators – agents anywhere

The art curators – or telephone agents – who staff the FABH contact center are a group of highly skilled and educated art professionals located in southern Florida, Arizona, Georgia, New York, and Tennessee. They work from their homes or from art galleries – creating a location-independent virtual contact center. Synchrony's web-based agent desktop provides the art curators with all of the customer contact information, history, tools and resources needed to interact at any time and from anywhere.

As weather forecasters tracked the path of Hurricane Wilma, Larry alerted the agents in other parts of the country of the impending threat, and a plan was in place for those agents to cover all hours until service was restored or the threat had passed. For five days, the FABH contact center operated flawlessly while the Florida art curators survived the wrath of Wilma.

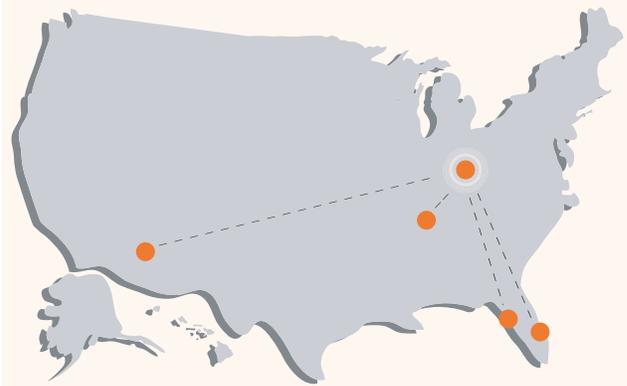
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## The virtual contact center and emergency preparedness



## Missed calls means lost revenue

If the FABH contact center goes down, the ability to generate revenue comes to a halt. When a guest calls the FABH contact center, it is usually to make an art purchase or to move along in the buying-decision process. With the art pieces ranging in price from several hundred dollars up to \$17,000, FABH needs to field every call immediately – disaster or no disaster. When Hurricane Wilma hit, FABH didn't miss a single revenue opportunity.

## Beyond the revenue – enhancing customer relationships

Park Hyatt Hotel guests are discriminating and are accustomed to the highest levels of service and attention. FABH is an extension of the Park Hyatt Hotel brand, so it's critical that every interaction delivers on the anticipated customer experience. When guests have an interest in a piece of art from the FABH collection, they expect to immediately speak with one of the highly knowledgeable art curators who staff the contact center. Again, FABH was able to deliver on the promise by ensuring constant availability to its discerning clientele, even in the face of a major natural catastrophe.

## Open for business – ready for anything

Having come through Hurricane Wilma unscathed – other than some missing roof tiles, wayward tree branches, and a fresh reminder of the power of Mother Nature – Larry appreciates the value of the Synchrony hosted solution. Larry explains, "When we selected Synchrony, the hosted model had a lot to offer including a rapid implementation and a virtual contact center with agents anywhere. But Hurricane Wilma put our business model to the test, and Synchrony kept us up and running. It gives a small business like FABH a sense of security and confidence that we can withstand any emergency."