

Challenges

After four months of investing in a new outbound dialer solution, Syrex's management team was prompted to search for a new integrated contact center and communication platform that could significantly increase efficiency while reducing the overall cost of deployment and resolving their predominant challenges of:

- Low productivity
- Inefficient lead management
- High idle time
- Disorganized tracking of donor leads
- A system that's too inflexible to meet the company's needs

Goals

Syrex's imperative goal was to invest in a reliable contact center platform that could meet its immediate needs today and sustain future growth. This required a system that would:

- Increase outbound call volumes
- Reduce agent idle time
- Lower the IT team's workload
- Provide robust predictive dialing
- Offer flexibility and ease of use
- Supply flexible reporting and performance analytics
- Deliver faster ROI
- Deliver a secure and resilient IT infrastructure

Solution

After evaluating multiple vendors, Syrex decided to invest smartly and replace its existing dialer solution with the Cincom Synchrony™ Express all-in-one contact center solution on the IBM Smart Business platform.

Key Synchrony Benefits

- Predictive dialer increased successful call volume by 25%
- Reduced IT team's workload by 80%
- Seamless tracking of all donor leads
- Automated data load and DNC checking procedures
- Automated, flexible recycling
- Unprecedented simplicity, ease of use and manageability with IBM as the single point of contact
- Enhanced business performance visibility through analytics and reporting
- Complete contact center solution on state-of-the-art IBM Smart Business platform



Profile in Success: **Syrex Infoservices**

Outbound Contact Center Realizes High Productivity and Increased Efficiency with Cincom and IBM Smart Business

Synchrony™ Express: The Smart Contact Center for SMB



About Syrex Infoservices

Syrex Infoservices (Syrex), with headquarters in New Delhi, is one of the foremost domestic BPOs (business process outsourcers) engaged in collecting funds for underprivileged children on behalf of the renowned worldwide NGOs (non-government organizations). Syrex is one of the leading companies that has redefined the term "business" by colligating it with the social cause, and is well-known for its in-depth, critical knowledge of different process areas that are utilized for generating new worldwide donors.

Founded in 2002, Syrex is successfully managing multiple campaigns for NGOs like CRY, UNICEF, PLAN India and OXFAM. Today Syrex, with more than 600 employees and three contact centers, provides services in almost every region of India, covering states like Punjab, Delhi NCR, Maharashtra, Haryana and Bengal and cities like Hyderabad and Jaipur where they have operational offices.

Seeing the Big Picture

By January 2009, Syrex Infoservices had built new contact center sites in Delhi and Hissar and was expanding at a rapid pace. Prior to this expansion, the Syrex fundraising department used to place outbound calls manually and used a custom-built CRM application for capturing lead-generation activities and donor management. Besides tele-calling, the fundraising department strived to build long-lasting relationships with its donors by educating them and making them realize the importance of being associated with the noble cause of helping underprivileged people.

Since Syrex is engaged primarily in outbound telesales activity, its management team quickly realized the importance of migrating toward an automated dialer solution. The management team's vision was to double the number of employees and revenues within a period of six months, which seemed impossible to achieve without a stable and flexible solution. They also determined that the cost of acquiring and managing this new solution should not be exceedingly high and that the solution should efficiently grow their business and help increase the bottom line.

With this aim, the Syrex team initially opted for a local domestic outbound dialer solution as it provided lower monthly subscription charges and lower capital expenditure.

But within a few months of the initial system usage, the Syrex team realized that it was not meeting its expected goals. They started looking for various other integrated contact-center and communication-platform solutions and decided to evaluate the IBM Smart Business platform with Cincom Synchrony Express—an all-in-one contact center solution.

After successful evaluation, Syrex opted for the IBM Smart Business solution for 200 seats as it solved its critical business challenges and demonstrated a significant increase in agent productivity.

"Synchrony Express is an integrated contact center solution that offers three key benefits that work in concert to improve the customer experience, agent performance and overall business operations."

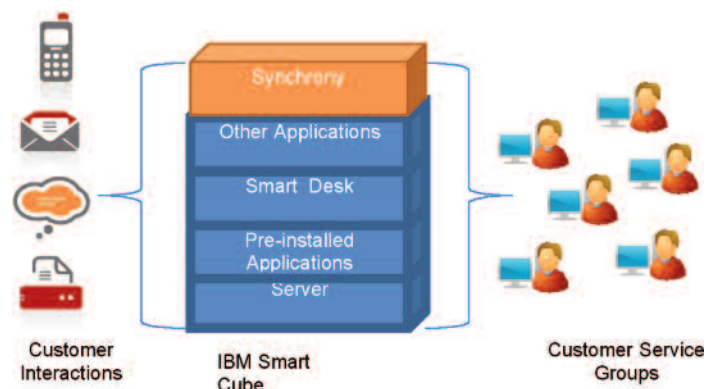
Naresh Kakkar, Director, Syrex Infoservices



Naresh Kakkar - Director Syrex Infoservices

"Synchrony has increased our productivity by nearly 25%, enabling us to more effectively manage large volumes of outbound interactions. We are able to maximize our time on the telephone, plus IBM Smart Business enables us to keep up with our uncharted growth."

– Naresh Kakkar, Director



Synchrony Express on IBM Smart Business seamlessly connects customer interactions with customer service groups with access to all applications. IBM provides a single point of support for the complete solution.

Synchrony Helps Manage Rapid Growth

Syrex found that the major benefit of the Synchrony advanced outbound predictive-dialing solution is its ability to reduce agents' wait time between calls and improve call volumes by 600 more connected calls per hour per business unit as compared to the competitive dialer product.

This increase in efficiency not only allows the company to reduce cost but also deliver the perfect customer experience.

Today, about 200 full-time and part-time call center agents work across the Syrex site handling multiple outbound campaigns with an average of 35,000 to 40,000 successful outbound calls per day.

The ability of Synchrony's software to provide such a robust solution was a key differentiator for Syrex, specifically the capability of running multiple outbound campaigns on a single desktop. Compared with the solution previously used, the stability of Synchrony and the performance of the predictive mode have achieved huge productivity gains.

With IBM Smart Business, Syrex doesn't have to worry about different pieces that constitute a total contact center solution. This is because Cincom and IBM have already integrated the call-center solution onto the IBM Smart Business platform. This provides not only the required business capability but also pre-integrated and pre-configured firewall and back-up/recovery services. So, they can now focus more on their business without worrying about IT issues.



Yogesh Khurana, Manager, IT

IBM Smart Cube Provides Cost-effective Deployment

The IBM Smart Business platform ensured increased capabilities, reduced cost and high-investment protection for Syrex by providing a complete pre-integrated platform with components such as:

- A unified communications platform
 - Digium Asterisk IP PBX/ACD
 - IBM Lotus Domino
 - IBM Lotus Sametime Instant Messaging
- Synchrony Express multi-channel contact center solution
- Predictive Dialer
- Voice Logger
- Interactive Voice Response (IVR)
- IBM Smart Desk – Web-enabled dashboard for single point of contact
- Preconfigured IBM Smart Cube with
 - IBM Smart Business Software Pack with Suse Linux operating system
 - Integrated middleware, security and back-office functionality such as email and calendaring
 - IBM Proventia unified threat-management tool
 - IBM Tivoli intelligent backup and recovery solutions

"We are very impressed with Synchrony's outbound capabilities. Cincom and IBM's superior solution offering made it possible to justify the Smart Business solution over anyone else. IBM Smart Business has really made our business very simple."

– Yogesh Khurana, Manager, IT

Cincom Synchrony Express enabled by IBM Smart Business is the smartest way to acquire, use and manage the contact center solution you need.

The Results: Efficiency, Productivity and Expanded Service

Since implementing Synchrony, Syrex's contact center has become more efficient and productive.

- Predictive dialing increased the successful call volumes by nearly 25% and reduced the agents' idle time.
- The IT team workload was reduced significantly to the tune of 80% by automating various procedures and using flexible logic such as
 - Automated data load
 - Automated duplicate records checking and DNC
 - Automated recycling
- The Synchrony lead-tracking process ensures seamless flow of information between agents and supervisors.
- The reference addition feature and automated callbacks further improve customer satisfaction.
- IBM provided a single point of contact—ensuring ease of use and support.
- Through the unified agent desktop, training requirements were reduced significantly.

The truly integrated products on the IBM Smart Business platform satisfied Syrex's need for a single-vendor platform that could immediately provide advanced outbound telemarketing capabilities with an integrated contact center-in-a-box to deliver exceptional customer experiences, better efficiency and more productivity.

As a part of the IBM Smart Business platform, Syrex also now has an unmatched customer-service solution with worry-free IBM hardware, implementation and service.

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Synchrony Ensures Quality and Consistency

Cincom Synchrony Express offers Syrex the ability to ensure customer satisfaction and deliver the perfect customer experience. This is enabled through:

- A 360-degree customer view with immediate screen pop when an interaction is routed. Synchrony Express provides a CRM database for seamless tracking of customer interactions—regardless of communication channel.
- Multi-channel interaction management ensures that Syrex can address future needs where customers can interact in the manner they prefer—voice, e-mail, web and fax.
- Inbound/outbound/blended ensures that Syrex can maximize its contact center productivity and customer experience by blending responsive inbound with proactive outbound communications whenever needed.
- Synchrony's lead-tracking ability along with the timeline associated with each lead helps Syrex to provide better service as well as understand and manage their business.
- Synchrony analytics and reporting enables Syrex contact center managers to easily track the number of sales generated and view detailed reports on results. It even allows agents to track their individual performance from their desktops.

Faster Rollout and Monitoring of New Campaigns

Cincom is meeting Syrex's growing demand with Synchrony Express on the IBM Smart Business platform and is helping them to identify, win, retain and grow profitable customers through its contact centers.

Reduced agent training time – Powerful, easy-to-use online scripting guides agents through complex call flows for faster campaign ramp-up and reduced training time.

Campaign and list management – Enables the contact center to maximize outbound call performance through the management, optimization 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, modify the order and quantity of records per list, define recycling algorithms and dynamically add new records to an active list.

For more information, visit

www.cincom.com/synchrony-express

www.ibm.com/smartmarket