All-in-One
Contact Center on IBM Smart Business

The Smart Way to Deliver the Perfect Customer Experience

"We selected Synchrony for its ability to present all of the content and resources our agents need to access from a single desktop."

– Kelly Johnston, Chief Operations Officer, Health Advocate

Cincom.

SIMPLIFICATION THROUGH INNOVATION®

Today's Contact Center

The experience a customer has with your company has never been more important than right now, and the contact center is the touch point for customers. According to Accenture, **"50% of customers that defected from an organization last year did so because of poor service in the contact center."** Making each experience exceptional should be a priority. But it's not simple.

Today's customer expects to communicate with you on their terms and in their preferred channel, and they don't want to be forced down an IVR or rushed off the line. And sometimes they actually want to talk to a person! You have to present the right information to the right person at the right time.
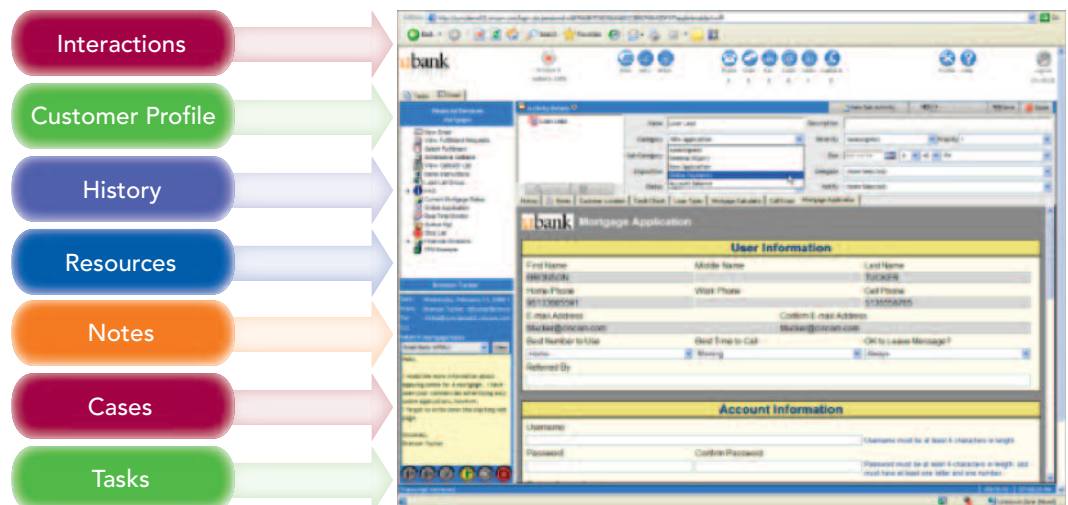
At the same time, we can't ignore the business realities of budgets, personnel and existing systems.

Synchrony Express: One Tool for an Exceptional Customer Experience

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:**

1. Unified agent desktop
2. Multi-channel interaction management
3. Reporting and Analytics

Built on the core strengths of Synchrony Enterprise, Synchrony Express gives departmental-level or small to medium call centers an integrated "contact center-in-a-box" to deliver exceptional customer experiences and improved service. Part of the IBM Smart Business Platform, you get an unmatched customer-service solution with worry-free IBM hardware, implementation, and service.

Unified Agent Desktop

Everything Agents Need, Exactly When They Need It

The Synchrony Express unified agent desktop is the hub for interacting, unifying all your applications and systems in a single desktop. It simplifies and streamlines the interaction by instantly presenting the agent with a screen-pop containing all of the customer history, contact information, and relevant resources necessary to complete the interaction regardless of channel.

Unify and present the right information at the right time:

• Dynamically updated interactions

• Customer history

• Resources to guide the agent

• Interaction notes

• Open cases and tasks

• Comprehensive tracking of customer profiles

360-Degree Customer View
Synchrony Express offers a CRM database for seamless tracking of customer interactions—regardless of communication channel. With everything on a single desktop, the agent is presented with a 360-degree customer view. From Synchrony Express, agents see a complete landscape of the customer including any web-based systems such as ordering, inventory, and billing.

"Cincom Synchrony's unified agent desktop brings order to the chaos by dynamically presenting exactly what the agents need from all of the relevant sources."

– Michael DeSalles, Strategic Analyst, Frost & Sullivan

- Interactions
- Customer Profile
- History
- Resources
- Notes
- Cases
- Tasks

The Synchrony Unified Agent Desktop provides a 360-degree view of the customer.

Multi-channel Interaction Management

Multi-channel Interaction Management ensures that customers can interact with you in the manner they prefer—voice, e-mail, web, and fax. Regardless of the channel the customers choose, the agents use the same intuitive interface. With complete visibility into previous interactions and complete familiarity with the interface, agents act with confidence and knowledge to deliver a superior customer experience.

- **Inbound/outbound/blended**
  Synchrony Express enables you to maximize your contact center productivity and customer experience by blending responsive inbound with proactive outbound communications. This ensures that critical inbound interactions are handled. You don't want customers with pressing issues on hold, but at appropriate times, follow-up communications that build loyalty and business-development communications that increase profits, are put in queue and remain ongoing as well.

- **Intelligent contact distribution**
  Synchrony Express connects customers with the appropriate agent for each interaction, based on routing rules that fit your needs. For example, you can route inbound communications based on geography or agent skills (e.g., Spanish-speaking), enabling you to optimize your available resources.

"Synchrony helps us quickly retrieve the correct information to respond to customers faster and with a higher degree of accuracy."

– Steve Hayden, Servtek Unit Manager, Milacron

Reporting and Analytics

It's true; you can't effectively manage what you can't measure. This applies whether you're trying to improve your customer-service metrics or shorten handle times.

Synchrony Express offers visibility into all customer interactions and agent activity in the contact center, with the ability to schedule, create, and export reports and analyze productivity via a web-based portal. Real-time statistics, packaged reports, and a productivity OLAP (Online Analytical Processing) cube provide critical insights into the contact center.

The result is that Synchrony Express enables you to measure and manage the contact center with productivity and performance insight in critical areas such as customer service levels, operational efficiency, daily management, and future trending and forecasting.

Synchrony Express delivers critical analytics including:

- Open activities and summaries
- Agent interactions and performance
- Callbacks
- High-activity customers with multiple interactions
- Speed to answer
- Productivity analysis

Cincom Synchrony:
Recognized Year after Year

Cincom Synchrony continues to be a favorite of contact center experts. In fact, Synchrony has received 11 awards in just the last four years.

To see more about these awards and reviews, go to: www.cincom.com/SynchronyAwards.

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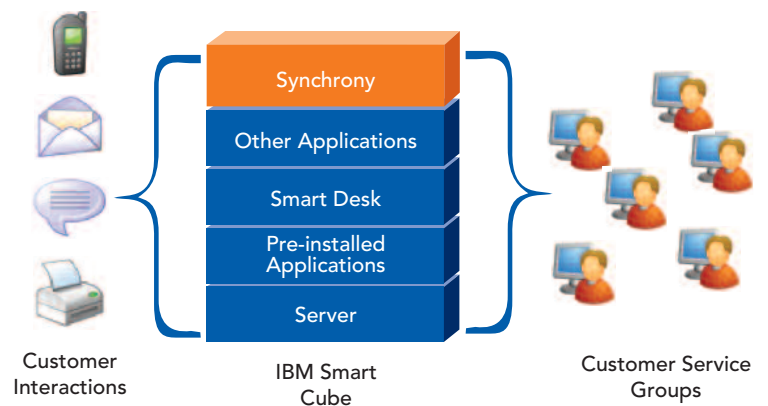# Cincom Synchrony Express and IBM Smart Business

Cincom and IBM have a long and distinguished history together, beginning with Cincom's founder and CEO, Thomas M. Nies, who began his career at IBM. Cincom has continued to provide IBM-complementary software and some of the most innovative software in the industry for more than 40 years.

Cincom is currently an IBM Premier Partner, and Synchrony has received the following IBM validations and specialties:

• Service Oriented Architecture Specialty

• Software as a Service specialty

• IBM Powering on Demand Applications

• Ready for IBM Lotus software

IBM is taking the lead in radically simplifying business application deployment for small to midsized businesses with its Smart Business Platform—a single offering of server and appliance hardware, software, online marketplace, and supply chain/fulfillment. Cincom is bringing its award-winning Synchrony to smaller contact centers in an "express" version designed specifically for the IBM Smart Business platform. Now customer service centers, help desks and telesales groups—regardless of size—can reap the powerful benefits of Synchrony Express.

Synchrony Express on IBM Smart Business seamlessly connects customer interactions with customer service groups with access to all applications.

For more information, visit www.cincom.com/synchrony-express.