

SOLUTION BRIEF

Overcoming the “Last Mile” in Customer Interactions

In a network communications context, the “Last Mile” is defined as the final leg of delivering connectivity from a communications provider to a customer. If that last connection is weak—even if the rest of the network is powerful—then the connection is still going to be weak. The quality is only as good as the final connection.

In the context of customer interactions, we can see an analogous type of “Last Mile” problem. Most organizations have made huge investments in technology to enable better interactions with their customers. However, the reality for nearly all of these organizations is that the final connection to the customer is through their employees or self-service interfaces (the “Last Mile”).

More often than not, these employees are ill-equipped to take on the complex processes, product knowledge, compliance, follow-up and other activities that can quickly deter a successful customer experience. Traditionally organizations attempt to address this challenge by hiring well, training well, supervising closely and recording and auditing constantly. Then they fix mistakes, redo skipped steps and re-train. It’s a never-ending cycle.

Fortunately, Cincom Synchrony is laser-focused on the “Last Mile” by providing customer-facing employees with the guidance, automation and personalization that will deliver the best outcome—the first time and every time.

Smarter Commerce Begins with Smarter Interactions

**Is your reputation in good hands?**

It is your people—your customer-facing employees—who represent your brand. And in each interaction, it is the experience that they deliver to your customers that either builds value for your brand—or destroys it. Cincom's Customer Experience Management initiative is focused on helping companies consistently deliver experiences that not only build your brand, but are valuable to both your customers and your organization.

Cincom Synchrony guides smarter interactions that deliver optimal customer experiences and organizational outcomes. In the contact center and across other customer-facing channels, Synchrony leverages insights about each customer in the context of each interaction, and provides intelligent guidance to deliver the “designed” experience.

“(With Synchrony), we’re selling more and the loyalty of our clients has increased.”

— Jorge Mario Acevedo, Direct Marketing Manager, Mundial

Improving the Sales and Service Experience

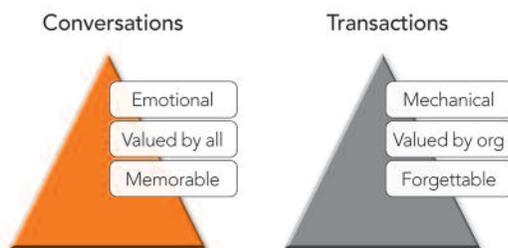
Modern technology allows customers to demand what they want, when and where they want it. When consumers can flex their spending muscles 24/7 and air their experience with your sales or customer-service departments online within seconds, organizations need to find new ways to engage their customers while providing the satisfying experience they crave.

Conversations Not Transactions

Transactions are sterile. They can be described as cold and forgettable. They do little to build a positive, emotional connection with the customer or deliver on the brand promise.

Companies ... successful in creating both functional and emotional bonding had higher retention ratios (84% vs. 30%) and cross-/upsell ratios (82% vs. 16%) compared with those that did not.

— IBM/Ogilvy Loyalty Index/BrandZ survey



Smarter interactions should be conversational and:

- Create an emotional bond with the customer
- Be connected to their personal situation—including their unique needs and preferences
- Be valuable to the customer, not just the company
- Leave a lasting memory—a positive experience so powerful that it burns a memory of your company's brand into your customer's mind

The Scope of Customer Experience Excellence

For world-class organizations with a strategic commitment to customer experience excellence, quality goes beyond delivering great products or services. Quality is the collective whole of a customer's interactions with an organization. Therefore, customer experience excellence takes on a very broad scope, including:

- Enabling consistent customer experiences that are faithful to the brand promise through every touch point, every time
- Providing access to a comprehensive, multi-channel interaction history to every staff member in every touch point in an effort to maximize sales or service of the right product or package for the right customer
- Ensuring that all of your customer-facing staff are up-to-date with the latest information on products, known fixes to errors, new regulations, current organization policies and practices, etc.

Hallmarks of a Successful Customer Experience

Cincom Synchrony equips your employees with a powerful combination of intelligent, real-time guidance, expert recommendations, a customer-focused unified agent desktop and automated, personalized documents and correspondence. With Synchrony, employees are empowered to deliver smarter interactions that are consistent, intentional, differentiated and valuable—all hallmarks of a successful customer experience.

"The customer experience is what will make the difference. Synchrony is key in driving that experience."

— Stelios Vakis, Head of Change and Systems, Absa

Hallmarks of a Successful Customer Experience



Source: Shaun Smith, Smith+co

Smarter Commerce Demands Consistency across Touch Points

Inconsistent customer experiences across touch points are a critical shortcoming for many companies.

Cincom Synchrony addresses two key areas for delivering consistent experiences across all touch points:

- The first is the ability to see and capitalize on a single view of the customer and the enterprise data, applications and systems required to service each unique customer.
- The second component is intelligent, real-time guidance.

Using Cincom Synchrony, employees are intelligently guided through even the most complex sales or service inquiries to deliver an experience that will be valued by both the customer and the organization. Synchrony leads employees down the best course of action, insulating them from processes that waste time and instead focuses their efforts on meaningful and valuable dialogue. Likewise, customers who choose Web self-serve can benefit from the same intelligent guidance and expert recommendations provided through Synchrony.

For the single, shared view of all customer information, transactions and products, across all touch points, Synchrony works as the interface into that single layer of truth. It exposes all of the data about each customer and then presents the right information at the right time, giving employees fingertip access to a complete view and understanding of the customer. Regardless of how a customer chooses to interact, the information for and about that customer is shared and easily accessed through Cincom Synchrony.

Do your customers see "one" organization or individual interactions?

Despite more than a decade of investments in refining customer relationship management (CRM) systems, the reality is that while they may capture a ton of data about historical, behavioral and transactional data, they don't improve the customer's experience. That's because CRM is focused on the needs of the organization; not the customer.

Organization Seeking	Customers Seeking
360-degree view of the customer	Single view of the organization
Multi-channel	Cross-channel
Enable organization's selling	Facilitate customer's buying

It's important to understand and address how your customers and prospects experience your organization—not at an interaction level, but from a holistic view.

- Do your customers view your organization as one seamless entity, regardless of what they need?
- Can your customer-facing employees easily resume where the last interaction was suspended, regardless of the channel used? Or more likely, do your customers feel like they are starting over each and every time?

Cincom believes that businesses that present "ONE" organization to its customers and are able to quickly and seamlessly "pick up and go" from the last interaction, stand to deliver much better experiences and outcomes. Synchrony addresses this "outside looking in" challenge. It employs an innovative "suspend and resume" capability that enables any customer-facing employee—regardless of the channel they are managing—to re-engage with a customer at the point in which they left off in a previous interaction.

Smarter interactions across all channels



Summary

Today's consumers are more sophisticated and demanding than ever, yet they still crave the intimacy of personal customer care. The secret to winning and keeping customers is to significantly exceed their already-elevated expectations at every touch point.

Cincom Synchrony addresses the interaction between the consumer and the company from a holistic view; not as a single interaction. Synchrony begins by understanding each customer's value, advocacy and loyalty with a company and then executes the designed experiences around that knowledge. The net impact is that it helps organizations to:

- Deliver on their brand promises
- Differentiate from their competition
- Develop an emotional connection with the customer

Cincom Synchrony is available as a traditional, on-premise solution and is also available as a cloud-based offering.

"Synchrony has enabled us to keep up with our uncharted growth."

— Kelly Johnston, COO, Health Advocate

About Cincom

Cincom recognizes that it is your people—your customer-facing employees—who represent your brand. And in each conversation, it is the experience that they deliver to your customers that either builds value for your brand or destroys it. It is a powerful role to play.

Since 1968, Cincom has helped thousands of clients worldwide by solving complex business problems with its software and services. Cincom is an IBM Premier Business Partner and has been integrating IBM technologies and leveraging IBM services for over ten years.

For more information about Cincom Synchrony, visit <http://synchrony.cincom.com>.



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