DATA SHEET

By providing transparent views and access to any enterprise application and back-end system as needed, Synchrony's web-based Universal View provides agents with a relevant view of the customer, including complete customer interaction and transaction history, product history, preferences, and more. This consolidated view enables multiple agents to hold "continuous" conversations with customers, with an understanding of previous events, interactions, transactions, and other details, across all communication channels.

Overview

Synchrony Universal View is a comprehensive customer information management system. It provides a single view into the customer with contact management, case and activity management, trouble ticketing, a self-service portal, and a powerful, yet simple system collaboration framework to view and access data from other company systems. Universal View improves the efficiency and effectiveness of the contact center as well as the enterprise as a whole.

Highlights

- Contributes to top-line growth by providing agents with the customer information necessary to increase customer satisfaction and average revenue per customer.
- Captures and tracks contacts, organizations, profiles, cases, events, activities, and interactions across all channels and third-party systems.
- Provides access to a universal knowledge base and analytics for interaction efficiency and effectiveness.
- Allows access to information in multiple systems from a single desktop application.

Synchrony™ Universal View

Unified agent desktop:
Comprehensive customer information management

The right information, exactly when and where you need it

Contact center agents are often hindered by the tedious task of maneuvering in and out of essential back-end systems and business applications. In addition, they often lack a comprehensive view of customer interactions across all channels. Synchrony's agent desktop cuts through the clutter, collaborates with all relevant systems, and presents the information an agent needs to effectively interact with customers.

Key benefits include:

- Improve service with faster response times.
- Reduce agent training.
- Simplify searches.
- Increase revenue opportunities.

Cincom®

SIMPLIFICATION THROUGH INNOVATION™

Aggregate relevant information on the agent desktop

The Synchrony agent desktop is fluid, constantly changing and adapting to each specific interaction. Synchrony intelligently and instantaneously presents the appropriate information, history, resources, and applications for each interaction. Considering most agents routinely access five or more different systems or databases during a customer interaction, Universal View simplifies and streamlines what is often a complex process, enabling agents to work smarter and faster, significantly increase productivity and reduce handling times, and improve the customer experience.

Contact management and the "e-address"

Synchrony tracks, manages, and defines relationships between and within organizations to understand complex inter- and intra-relationships between business customers (subsidiaries, branches, partners, etc.). Synchrony uses an "e-address" such as a customer's phone number, e-mail address, account number, or social security number, to automatically identify each customer. Using this single e-address as the portal to a customer record allows agents to transfer and escalate callers seamlessly because the agent desktop shares all relevant information.

Smart screen pop. When an interaction is delivered to the agent desktop, the customer's unique e-address is automatically searched and the customer record is delivered immediately to the agent. Customer details are retrieved and an overview of the customer's history is displayed. Smart screen pop enables the agent to immediately get to the business of servicing the customer, thereby reducing the time and costs of interacting.

Universal View is at its core a knowledge-enhancing tool, designed to provide agents with only the most relevant information and functionality to do their jobs, and only at the most relevant and appropriate times.

Synchrony's resource panel updates with critical links, facts, figures, and resources based on the customer being served and the nature of the interaction.

Dynamic resource management

Synchrony's Universal View organizes and leverages existing content and resources such as websites, intranets, and other knowledge sources into decision trees or access lists. Agents see only those information resources that are relevant to the interaction. By automatically exposing and organizing these underlying resources, agents save time otherwise spent on searches, logins, navigation, and toggling between sources.

Interaction management

All interactions – voice, e-mail, chat, fax, self-service – are handled through a single, comprehensive interface allowing agents to handle many interactions across multiple channels simultaneously. Agents can search, interact, and respond without leaving the agent desktop. This continuity across all channels enhances agent productivity and greatly simplifies agent training, saving both time and money.

Activity management

Synchrony provides tools to manage customer issues from beginning to end through activity and task management. This functionality gives visibility into issues, service levels, and customer value by tracking everything associated with a particular case as well as defining next steps such as priority, severity, due date, and delegate, with the ability to have nested activities and interactions assigned to them. From the unified agent desktop, a complete history of activities, tasks, and follow-up status are immediately accessible.
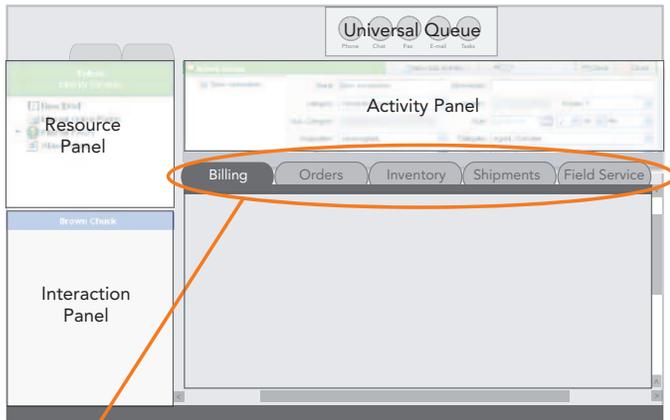
Smart Tabs increase productivity and efficiency by giving agents access into the multiple applications and systems they need to do their jobs - quickly and accurately. Based on each interaction, the Smart Tabs change dynamically.

Smart Tab into multiple applications

Synchrony's unique Smart Tabs are the most common way to expose an application or system such as billing, ERP, inventory, order entry, and others, on the agent desktop. Smart Tabs change dynamically based on the activity or contact type, presenting only what agents need for a specific interaction. With Universal View and Smart Tabs, agents are more responsive because everything is at their fingertips. Plus, training is minimized because agents only need to learn Synchrony – not a multitude of supporting applications.

Many looks – one consistent desktop

With a chameleon-like functionality that changes and adapts to the needs of the current user, Synchrony empowers each business, division, department, or group to completely customize the type of information presented on the agent desktop – down to a very granular level. In addition, the physical appearance of the desktop – including colors, fonts, graphics, etc. – can be customized to create a unique look for different customers, campaigns, or products. This makes it simple for agents to immediately identify the work topic while still maintaining a consistent and familiar desktop.
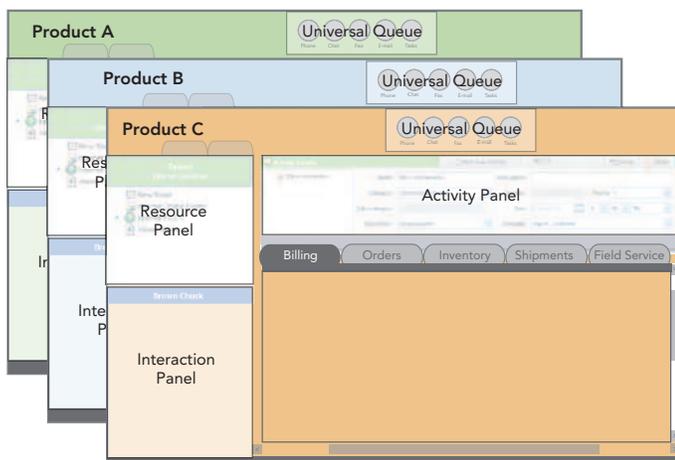
A fully customizable desktop lets you change colors, fonts, graphics, Smart Tabs, and fields to create unique and easily identifiable screens, while maintaining a consistent workflow.

Self-service portal

The self-service portal provides the flexibility to share information with your customers, thus reducing call volumes. From your website, customers can check account status, update profiles, submit, modify, or view the status of open tickets, and use knowledge resources to solve their own issues using text search or hierarchical navigation.

Synchrony tracks and integrates the activities from the self-service portal for a complete customer view and comprehensive reporting.

Data entry simplified

Rather than entering information into multiple systems (a time-consuming and error-prone activity), Synchrony becomes a single point of data entry. Agents simply enter data from the Synchrony agent desktop and it is passed back into the exposed system. This single data entry point increases agent productivity and accuracy by eliminating the need for re-keying into multiple systems.

Expose systems versus integrating

Most businesses have multiple legacy systems and applications that agents must access for a full view of the customer. These disparate systems are typically not integrated because of differences in their architecture, plus the complexities, cost, and development time required to integrate is prohibitive for many organizations. Synchrony's Universal View exposes only the relevant information and resources for each specific interaction. A data access layer allows Synchrony to leverage data that resides in existing front-end and back-end systems versus replacing or integrating systems. This framework and system collaboration process eliminates the integration challenges of data replication and associated data currency and accuracy issues, and can be completed in days, not months or years.
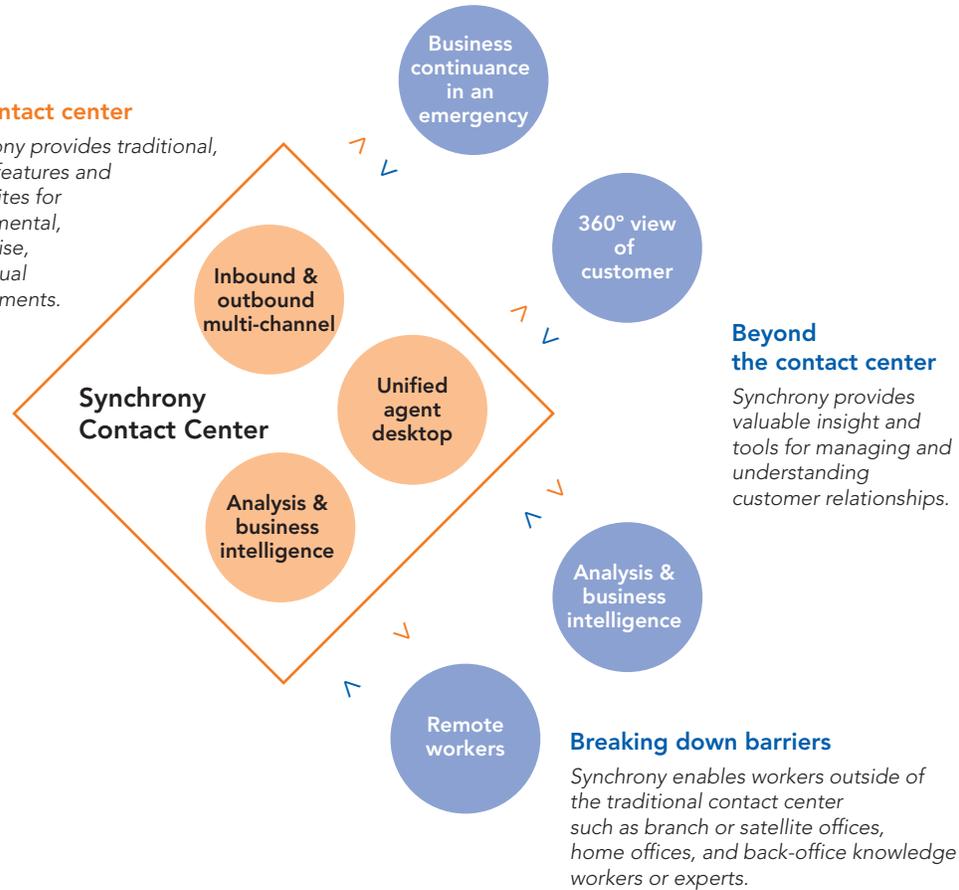
Workflow engine

Workflows help you enforce standard business processes and better manage your contact center's sales, marketing, and service processes. The result is greater control over routine activities, the elimination of redundant tasks, and faster response times. Synchrony enables you to customize workflows at a very granular level and can be triggered based upon any business event such as new/modified contacts, activities, or organizations.

Synchrony works within and beyond the contact center

Business continuance in an emergency

Within the contact center

Synchrony provides traditional, robust features and capabilites for departmental, enterprise, and virtual environments.

Inbound & outbound multi-channel

360° view of customer

Synchrony Contact Center

Unified agent desktop

Beyond the contact center

Synchrony provides valuable insight and tools for managing and understanding customer relationships.

Analysis & business intelligence

Analysis & business intelligence

Remote workers

Breaking down barriers

Synchrony enables workers outside of the traditional contact center such as branch or satellite offices, home offices, and back-office knowledge workers or experts.

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An enterprise-wide application – beyond the contact center

Universal View is not limited to the contact center. The unified agent desktop can be a valuable tool throughout your enterprise. Marketing, sales, finance, and support teams can all take advantage of a 360-degree view of the customer. With Synchrony, all personnel can gain valuable customer insight to build profitable and lasting customer relationships.

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