



Challenge

Park Hyatt Hotels began offering its guests limited-edition art from an exclusive collection called Fine Art By Hyatt. The challenge was to connect worldwide guests with highly knowledgeable art curators to assist in purchasing these exquisite pieces and to create a pleasurable experience for the guests. The curators are located in the art gallery havens of Sedona, AZ and Naples, FL, and many work from home. Fine Art By Hyatt needed a solution that accommodated agents anywhere, could be implemented quickly, and with a minimal investment.

Goals

- Connect knowledgeable art curators with the discriminating guests of Park Hyatt Hotels.
- Allow curators to work anywhere – including from home.
- Present all of the relevant information to the curators so they can easily close sales.
- Offer 24/7 service.
- Access reporting via the web.
- Implement flexible technology to accommodate expected growth.
- Minimize investment.

Solution

Fine Art by Hyatt implemented hosted Synchrony in under two weeks. The investment was minimal because it is a hosted solution, yet Fine Art By Hyatt can quickly add more agents as the concept grows in popularity.

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

Art curators enjoy the comfort of home with Cincom Synchrony™



"Closer to You," a limited-edition giclée on canvas by Hessam Abrishami, is one of the unique pieces in the Fine Art By Hyatt collection.

There's no place like home

Looking out over the water, Tony and Charen DeKoven's Cape Coral home in Florida feels like an art gallery adorned with beautiful sculptures, paintings, and wall murals. And Tony and Charen share a story about each piece in their home. There is no room for doubt – they are passionate about art.

Tony and Charen are exactly the type of experienced and passionate art collectors that Fine Art By Hyatt wanted for their virtual Art Curator center.

Larry Block, vice-president of Block & Block, Inc., the marketing group responsible for launching Fine Art By Hyatt, handpicked only highly experienced and knowledgeable people – such as the DeKovens – to interact with the discriminating guests of the Park Hyatt resorts. “We aren’t a call center in the traditional sense with agents stationed in cubicles and reading off of scripts. These curators are more like guides who add a great deal of value to the buying experience.”

The virtual contact center: a viable business model

Fine Art By Hyatt is an excellent example of how contact centers are evolving. No longer constrained by physical walls or geography, the virtual contact center, with agents literally located anywhere in the world, is a viable business model. Fine Art By Hyatt has trained art curators in Florida and Arizona, but they can log in from anywhere. Synchrony gives them the ability to easily implement new agents who can access the system from any high-speed internet connection – many of whom prefer to work from their homes. This saves the company significant overhead dollars in staffing and maintaining a physical contact center and eases scheduling issues, all the while keeping the art curators extremely happy.

Insight into the virtual contact center

One of the issues for a virtual contact center is managing the business remotely. Synchrony’s powerful web-based reporting (Cognos-based) and real-time monitoring were critical for Fine Art By Hyatt. The ability to monitor curator productivity and status, sales volume and statistics, and interaction statistics were of particular importance. Tabular and graphical report formats gave them additional flexibility in reporting back to investors.

Don’t call them agents – call them curators

Enthusiasm and knowledge – that’s what you get when you talk to Tony and Charen about Fine Art By Hyatt. Like all of the art curators on the project, Tony and Charen are eager to talk to guests of the Park Hyatt Hotels to share their knowledge and passion for fine art. This profile contradicts the typical agent in the typical contact center, but it is an emerging trend – the knowledge worker. These highly skilled individuals have expertise in a certain area and are critical to closing high-value sales or maintaining valuable relationships.

The unified agent desktop

The last thing that these knowledge workers want to think about is how to navigate among the various systems and applications that store the information they need. In the case of Fine Art By Hyatt, the curators are art aficionados, but they’re not always too technology savvy. Synchrony made it easy for them by compiling all of the relevant information and resources from numerous locations, and presenting everything on a single, unified desktop. The curators only had to learn one system and they are well prepared to interact with Park Hyatt guests with the artists’ biographies, websites, and order system at their fingertips. The Synchrony agent desktop simplifies the curators’ jobs and enables them to interact efficiently and professionally.



Tony and Charen DeKoven in their home office.

“Synchrony gives us everything we need to interact with the Hyatt guests. It was easy to learn, and easy to access, and we appreciate the ability to work from home.”

– Tony and Charen DeKoven,
Fine Art By Hyatt art curators

Managing the high-value sale and high-value relationships

Prices for the Fine Art By Hyatt pieces range from \$350 for a serigraph by figurative painter Gary Benfield, to \$16,800 for a bronze sculpture by respected Vietnamese artist Tuan. So when a guest calls, the art curators need to be prepared to respond. Synchrony's unified agent desktop puts all of the resources and knowledge they need to close the deal at their fingertips.

In working with the Park Hyatt guests, the art curators' priority is to deliver a pleasurable, consultative interaction, which further extends the experience to which Park Hyatt guests are accustomed. Synchrony was chosen in part because of its flexibility to configure and implement according to their unique business plan. Guests can either call the art curator center directly, or the concierge can facilitate the connection. The calls are routed through the Synchrony hosting center in Cincinnati, Ohio to the next available agent. The agents appreciate the equitable call distribution because of their commissioned-based compensation. Synchrony tracks all interactions so a guest can build a relationship with a given art curator and ask for them by name. In the end, Fine Art By Hyatt is an extension of the Park Hyatt's emphasis on impeccable service, and Synchrony gives them the flexibility to deliver that service even with a small number of art curators. In addition, Synchrony's reporting and real-time monitor capabilities enable Fine Art By Hyatt to closely manage and track all activity – an important requirement for high-value sales.

Profile: Fine Art By Hyatt Curator Center

Characteristic

Necessary tools

Virtual – agents anywhere

- > Web-based application
- > Web-based reporting

Knowledge workers – art curators

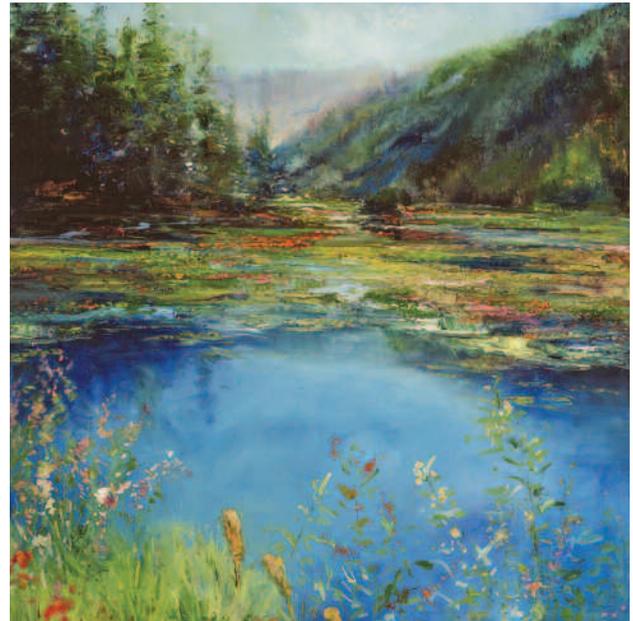
- > Agent desktop
 - Intuitive
 - Automatically populates with required resources like websites and bios

High-value sale – up to \$17,000. High-value relationships

- > Equitable call distribution
- > Comprehensive interaction tracking and reporting

Start-up business

- > Minimal investments/low risk
- > Quick implementation
- > Flexible to changing business needs



"Dawn on Fernan Lake" by Stephen Shortbridge

"The flexibility Cincom's Synchrony provided was strategic to the success of the whole project.

"When we first started, we really didn't know how we were going to manage calls from high-end, sophisticated clients around the world. One can imagine how hard it would be to gather a group of art-educated people in one building to answer the phone 24/7. Cincom's solution enabled us, after we brought the curators in for weeks of intensive training on the art, and only a couple of days on Synchrony, to let them take calls from anywhere. We will be adding other strategic partners, whose clients will become targets for our art, but no matter how many we add, with Synchrony, we will always be prepared to take their calls any time, any where."

– Larry Block, Vice-President, Marketing,
Block & Block, Inc./Fine Art By Hyatt

A start-up with high aspirations

Fine Art By Hyatt is a well-thought-out and meticulously detailed marketing initiative. The discriminating catalog of signed and numbered pieces may be previewed in a coffee table book, on a dedicated television channel, or on a DVD while relaxing in Park Hyatt guestrooms. Both the book and DVD are complimentary gifts that are meant to be taken for the option of viewing at home. Hotel employees were thoroughly trained on the concept. A website serves as an online catalog, and all of the collateral pieces direct guests to call an art curator for assistance.

Minimal investment/low risk

Like most start-ups, Fine Art By Hyatt was not prepared to invest in on-premise hardware and software for the art curator center. At the same time, they were not in a position to compromise on functionality. Hosted Synchrony gave them the best of both worlds: high value and low risk. They were able to absolutely minimize their upfront investment by subscribing only for the number of seats they needed for the launch. However, they have the ability to easily add more agents as they grow. They have access to the comprehensive functionality of Synchrony and can implement additional functionality, such as e-mail and web chat, as the business matures.

Two-week implementation

Fine Art By Hyatt had an aggressive schedule for launching the art curator center, and Cincom and its partner, VNT, made it happen in under two weeks, including training all of the agents. The intuitive desktop made it easy for the art curators to grasp, and the ease of implementing agents anywhere let Fine Art By Hyatt build a virtual center that adapted to their needs.



The Synchrony desktop presents the information Tony needs to close the sale.

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