

Is Cincom Synchrony OpenCIM right for you?

- Do agents have to toggle between desktop applications?
- Do agents have instant access to customers' complete histories?
- Are agents limited to specific interaction channels?

Synchrony OpenCIM Features

Features to help you get the most from your investment in ways that matter to your business and your customers.

- OpenCIM Driver SDK allows for integration with third-party CIM platforms.
- Supports concurrent connections to multiple CIM platforms.
- Customization of OpenCIM event handling via Synchrony workflow engine.
- Blend inbound and outbound interactions from both Synchrony and OpenCIM.
- OpenCIM interaction history preserved in Synchrony CRM repository.
- Supports distributed and centralized OpenCIM driver models.*
- Web-based OpenCIM driver configuration via Synchrony Central.
- Softphone call control, including transfer, share, hold, mute, etc.*
- Preservation of interaction auxiliary data, such as voice recording meta-data.*
- Email and fax support.*
- Chat support, including co-browsing.*

* Availability depends on external CIM platform's support of this feature.

Introducing Cincom Synchrony™ OpenCIM

Keep Your Interaction Management Systems AND Streamline Your Contact Center



One of the biggest barriers to contact center productivity is the variety of disparate applications and customer interaction management (CIM) solutions that litter the agent desktop. Unable to interoperate, they cause delays for agents by requiring them to toggle between applications, re-enter data and leave the customer waiting. Yet companies have too much invested to completely abandon these often "market-leading" solutions.

Synchrony OpenCIM enables your existing third-party CIM components (such as Genesys, Cisco, Avaya, etc.) to interoperate with the powerful Synchrony unified agent desktop. You can keep your existing call queues and routing rules and gain the ability to view and handle voice, e-mail, chat and fax interactions within Synchrony's unified agent desktop. The unified agent desktop eliminates the need to toggle between applications and provides a complete picture of each customer's interaction history at the point

of interaction. The result is shorter interactions with more complete resolutions, increased productivity and more satisfied customers.

Synchrony OpenCIM can be implemented with two different routing and queuing scenarios: using only your existing CIM solutions or using a blend of Synchrony and your CIM solution.

Synchrony OpenCIM Using Existing CIM Solutions

Synchrony OpenCIM is ideal if you have one or more CIM solutions currently in place. Say for instance, you have one solution for phone calls and another for e-mail and chat. Synchrony OpenCIM would enable communications from those individual solutions to the unified agent desktop. All of your interactions, phone, e-mail and chat would be popped and handled from a single desktop but would allow you to retain your existing queuing and routing protocols.

Synchrony OpenCIM Using Synchrony Interaction Management and Existing CIM Solutions

Synchrony OpenCIM can serve as a bridge between your existing solutions and the multiple channels you need to compete today. For example, you might currently have a solution for telephone interactions but no current solution for e-mail or chat. OpenCIM enables you to manage your phone interactions through the unified agent desktop while Synchrony IM can be implemented to manage e-mail and chat interactions through the same desktop.

No matter which scenario fits your situation, the results with Synchrony OpenCIM are the same. You receive a seamless system that leverages your existing investments and provides all of the information your agents need and the communication channels your customers prefer.

Don't Have a CIM Solution?

If you don't have a CIM solution that works for you, consider Synchrony. Synchrony can provide interaction management for every interaction channel, providing a single desktop and interaction-management solution to handle voice, email, chat and fax. Synchrony also offers a true universal queue that gives contact center supervisors control over channel prioritization and reduces training costs for new agents.

About Cincom Synchrony™

Cincom Synchrony simplifies the complexities of today's contact center to enhance the customer's experience, while simultaneously optimizing agent and operational efficiency and driving better decision-making. By uniting multiple applications, systems and resources into an intelligent agent desktop, along with multi-channel interaction management, Synchrony provides inbound and outbound environments with a high-value, low-cost contact center solution. For over seven years, Synchrony has been hard at work in contact centers around the world and is backed by Cincom's four decades of experience, and deep domain expertise for rapid and continuous return on investment. For more information, visit www.cincom.com/synchrony.

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