Noetica
Do more with less

Do you operate a contact centre where:

⬤ **The quality of service varies from agent to agent?**
Synthesys™ can bring all your agents to the level of the best, by not only guiding them through the conversation, but also placing all the information they require at their fingertips at the opportune moment. Our advanced customer history facility means that regardless of whom your customers speak to, they will never have to repeat themselves and feel that your company never remembers who they are.

⬤ **Your dependence on over-stretched IT resources is not only expensive but causes delays in service delivery?**
Synthesys™ is unique in its ability to empower non-technical users to create and deploy sophisticated agent applications without any need to rely on IT. This means that instead of having to ask IT for new processes or changes to existing processes, the contact centre professionals can take control of their own destiny. IT resources are not only costly but invariably overstretched and the delay in delivery means lost opportunity and therefore a negative impact on the bottom line. We are not against IT, as we are IT specialists ourselves, but we can see IT resources being better utilised when the day-to-day mundane jobs such as contact centre campaign creation and deployment do not require them to get closely involved.

⬤ **Agent training is lengthy and expensive?**
In simplistic terms, Synthesys™ is a tool that enables the transfer of knowledge from the agents' heads into the software. All that the agents need to concentrate on is the conversation they are having with your customer, not worry about remembering hundreds of arcane facts and procedures. No computer system can replace human natural charm and charisma, but they can certainly help agents to take the caller through the interaction smoothly and consistently. As long as your agents know how to use the Synthesys™ front end (1 hour of training) they needn't remember anything else. This becomes more important as your rate of agent turnover increases. The savings are dramatic and have been proven again and again in numerous case studies.

⬤ **You have to rely on several different and disjoint (back-office?) systems on each agent desktop?**
Synthesys™ provides an elegant and rapid mechanism for integrating several back office systems into one coherent agent front end. The simple fact is that you don't need to replace the systems that form the backbone of your organisation in order to provide your agents with a consistent, uncluttered and user-friendly interface. Whether these systems are state-of-the-art databases or ageing mainframe applications, they can be easily integrated into the Synthesys front end to deliver only such information that is required at the right moment and update these systems with the result of the customer interaction without agent involvement.

Here are some more:

- You invested heavily in a state-of-the-art CRM system that doesn't deliver any noticeable performance benefits in the contact centre?

- Your agents are still using bits of paper?

- Ever increasing volumes of incoming email are causing a bottleneck?

- Your agents are still wasting time dialling by hand?

If the answer to any of these questions is YES, then you need Synthesys™!