

The Essence of Synthesys™

Our principal aim is to make our **clients more profitable**.

We do this by supplying a technology product which simultaneously increases both the **quality and efficiency** of customer contact.

By far, the most **costly** element of a contact centre operation is **people**.

It follows that the key to higher profitability is a more **intelligent use of people**:

1. **Increase** the number of successful customer **interactions per agent** by:
 - a. Rely **less** on their **memory** and provide them guidance during the call. Cut training.
 - b. **Automate** as many as possible of the mundane, repetitive and less skilled tasks.
 - c. Reduce the **dead air** time between interactions.
 - d. Drive as much traffic as possible to **offline or semi-offline channels** such as email, SMS, web self-service and web chat.
 - e. Increase **First Time Resolution** through better quality information and integrated software.
 - f. Intelligent use of the computer **telephony interface**.

2. Reduce **reliance on IT** and technical staff:
 - a. I have seen hundreds if not thousands of contact centre operations. Invariably and without exception, IT is always the most critical **bottleneck** which slows down progress and higher profitability.

- b. IT is **expensive and slow**. If IT needs to get involved in every new campaign or any change then the whole operation will suffer.
 - c. This is where we provide **huge value** to our clients.
3. Provide **useful intelligence** on the content of interactions:
- a. Call centres tend to rely on **telephony statistics** for their KPI reports.
 - b. This is very limited in scope and only provides a **partial picture** of the contact centre activity.
 - c. What we do (simply by virtue of using our product) is add a **content dimension** to these rather dry statistics.
 - d. This immediately **highlights inefficiencies** and missed sales opportunities.

How do we do all this?

It is not “what” we do, but “**how**” we do it.

Just like Microsoft in the 90s and Apple in the 00s, in our own small way we are part of the revolution that **popularises computer software** and brings it into the grasp of the non-technical masses.

It is this ability to successfully deploy and manage customer interaction business processes **without the need to be a technical guru** that has always driven the way in which our product has evolved from day one.

It is also the **combination of features** and the way in which these features blend together that makes our product unique. Contact centres have always suffered from the “**islands of technology**”



syndrome. What we do is **bridge** all these islands into a seamlessly integrated and **interconnected unit**.

We are passionate about and **take great pride** in our product. The **key members of my team** have been with me for many years and a lot of them from day one (over 15 years).

Most importantly, **we listen** to our customers. We value their input and the **product has evolved** mainly as direct result of the invaluable feedback that we receive from them.

This intimate relationship with our clients is also the **source of our success**. Our customers are in effect our **sales ambassadors**. It is our only sales force. We are relying on the power of **good reputation** in this electronic, inter-connected market.