

Synchrony™ Analytics

Reporting and Decision Manager

Overview:

Synchrony Analytics, the reporting and decision management component of the Synchrony system, turns data derived from customer interactions into meaningful information for business managers. Synchrony Analytics allows managers to view, create, and export custom reports and access standard reports through a single portal. The easily accessible information in Synchrony's real-time reports, based on multidimensional analysis, empowers managers to make the right business decisions.

Highlights:

- Improves productivity by allowing managers to quickly view data within a standard set of reports using "near" live data. These reports can be filtered and exported to Excel, PDF and CSV formats.
- Enhances user experience by providing the ability to view and manipulate reports and OLAP cubes using a single framework or portal.
- Maximizes performance using analytical OLAP cubes that enable managers to analyze their key performance metrics from data gathered before the past 24 hours. Advanced dimensional analytics to view, measure, and track measurements can be accessed ad hoc, or pre-defined views can be saved to the user's inbox.



Synchrony Analytics empowers managers to make informed decisions by turning information derived from customer interactions and transactions into business insight.

Synchrony Analytics includes real-time, query-based reporting as well as advanced OLAP (Online Analytical Processing) capabilities. These capabilities provide advanced information and trending across interactions, transactions, activities, agents, and customers.

About Synchrony

Synchrony is a multi-channel customer experience management system that enables synchronized delivery and intelligent handling of all customer interactions and transactions, including phone, e-mail, fax, chat, web collaboration, and call-me. Plus, Synchrony provides advanced CRM capabilities with a universal view of the customer, including contact information, activity/issue tracking, interaction and transaction history, preferences, and more.

Synchrony Analytics helps organizations understand their most important stakeholders.

Increase Profitability by Making Informed Decisions

The Synchrony application provides data sets that are extremely valuable to an organization. These data sets include information about interactions, users, transactions, results, and customers. This powerful analytical solution provides **data generation and data collection** mechanisms as well as the ability to **transform data into knowledge**.

Data Generation – The Synchrony application generates data about all activities, including interaction sessions, agent activity, customer requests, knowledge base scripting, and other events. This data can then be easily combined with relevant data collected from other systems for a complete view of interactions, transactions, and events across customers, employees, and other stakeholders.

Data Collection – Synchrony Analytics' collection process is simplified using a web-services, meta-data-driven mechanism to allow legacy back-end and front-end systems to create summary data in Synchrony. This includes information about organizations, contacts, activities/transactions, or interactions. Synchrony then transforms this internal and external data into usable and easily accessible information and knowledge.

Data Transformation – Data that is aggregated within Synchrony is transformed into rich customer knowledge through interaction, activity, and customer associations. These associations provide the framework for organizations to understand the “why” behind their business performance in the contact center. Synchrony significantly simplifies the effort and process of associating front-end and back-end customer data to create a complete customer view.

Customer Knowledge and Business Insight –

Synchrony Analytics empowers anyone in the organization to access a wealth of knowledge and insight, including the following examples:

- **Cost of servicing** (by customer type, issue type, etc.)
- **Cost of a sale** (including pre-sale and post-sale work)
- **Resolution rates** (including first interaction resolution)
- **Customer experience** (by customer type and value, etc.)
- **Customer value** (across all activities/interactions, etc.)
- **Agent accountability** (across all online/offline work)
- **Retention and acquisition trends and drivers**
- **Customer life cycle events**

With Synchrony Analytics, managers are no longer in the dark.

Improve Operational Efficiency With Multidimensional Reporting and Analysis

The Synchrony Analytics' framework consists of web-based, user-focused, real-time reports and online analytical processing, viewing, and navigation. This framework delivers a unified user environment and centralized content distribution and sharing to ensure a consistent user experience. Its enterprise-proven scalability and performance simplifies deployment, configuration, and administration as well as provides multilingual support.

Synchrony Analytics Portal – This superior reporting and information delivery mechanism provides enhanced report publishing, custom personal and group views and reports, report versioning, and scheduling through a zero footprint HTML interface.

Synchrony Real-Time and Analytical Reports – Real-time reports provide immediate access to logical and easy-to-read views across hundreds of variables. Reports can be personalized and scheduled to run at any given interval and delivered to the user's personal folder.

Synchrony OLAP – Online analytical processing, or OLAP, allows workers to quickly and flexibly manipulate operational data, using familiar business terms, in order to provide analytical insight. Each data element is considered a dimension; the Synchrony analytics tool aggregates multiple dimensions, such as time/date and interaction and activity type, to allow users to rapidly create reports. These reports answer specific questions, such as what is the first call resolution rate for profitable customers across all channels over the last 12 months. Users across the organization can easily create such custom analytical reports and share them across the organization.

Other capabilities include the following:

- **Drill-down** – Allows users to easily move from a higher summary level to more detailed views
- **Slice and dice** – Interactively explores data in any combination from every conceivable angle
- **Graphical analysis** – Provides many types of graphical displays, making it easier to spot trends and provide executive reports and dashboards
- **Service-level alerts** – Displays colors such as red, yellow, and green when data does not meet expected service levels
- **Other features** – Ranking, sorting, filtering, trend projections, exception highlighting, find, subsets, nested cross tabs, and charts

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