

# Synchrony™ Inbound Multi-Channel Manager

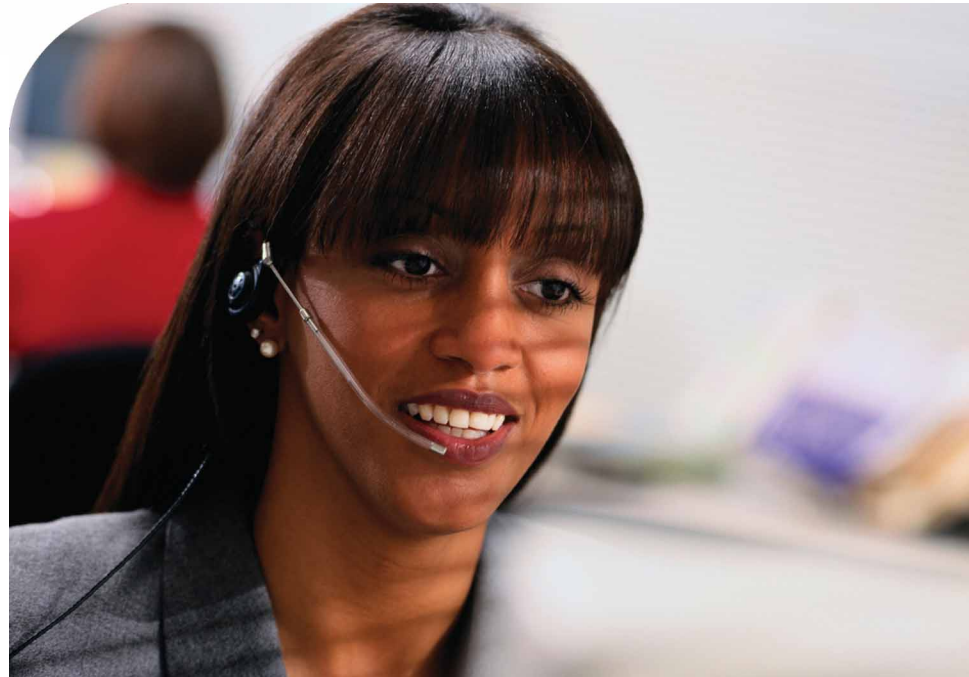
## Multi-Channel Customer Interaction Management System

### Overview:

Synchrony Inbound Multi-Channel Manager is a customer interaction management system that improves operational efficiency and effectiveness by intelligently queuing and routing interactions across multiple channels and multiple locations. With Synchrony Inbound Multi-Channel Manager, one agent can interact over several channels, or multiple agents in various locations can work in the same queue. This powerful communications solution is designed to optimize interactions by decreasing operational costs and increasing sales conversions in the contact center.

### Highlights:

- Enhances the customer and agent experience by efficiently delivering interactions to the appropriate agents based on customer value or other business requirements across all contact channels.
- Enhances the customer experience by providing customer history as well as real-time interaction data and statistics as they occur.
- Reduces costs by deploying one software instance and a single shared architecture for multiple divisions.
- Maximizes contact time with targeted customers.
- Minimizes the organization's risk by offering flexible deployment options, including hosted, licensed, or both.



*More and more customers have become frustrated with the total cost of ownership and complexity of traditional interaction management systems. Cincom has responded to this frustration by releasing Synchrony Inbound Multi-Channel Manager – a customer interaction management tool designed to minimize complexity, price, and risk, resulting in increased profitability.*

*Synchrony not only optimizes customer communications, but also brings together the necessary customer information management capabilities to effectively manage each customer interaction. In addition, Synchrony Inbound Multi-Channel Manager's popular hosted delivery option allows customers to reap the benefits of Synchrony, while significantly reducing risk.*

### 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. Additionally, 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.

# Improve customer satisfaction with Synchrony Inbound Multi-Channel Manager

## Increase Operational Efficiency While Enhancing Service

**Consistent Multi-Channel Desktop** – Designed from the ground up for multi-channel capabilities, Synchrony allows agents to not only manage multiple interactions at once, but also use the same knowledge base, the same contact and activity management tools, the same scripts and resources, and most importantly, the same operating process across different interaction types (phone, e-mail, chat, fax, and offline work). This provides continuity across all channels, which enhances productivity and simplifies training.

**SmartPop** – When an interaction is delivered to the agent's desktop, Synchrony Inbound Multi-Channel Manager automatically searches for the identification of the customer. This can be accomplished through a phone number, cell number, fax number, e-mail address, account number, social security number, or any other method of identification. Customer details are automatically retrieved and the customer's history is automatically displayed.

**Universal Queuing and Routing** – Information can be viewed and routed across all interaction channels, including phone, e-mail, chat, and fax (or any other interaction or transaction). This provides a single location for managing the incoming flow and routing of interactions and transactions. It also supports better and more complete decision-making, more effective customer conversations, higher customer satisfaction, increased agent productivity and complete reporting.

**Agent Anywhere** – This capability makes interaction handling by remote or distributed agents possible as long as agents have a phone line (for telephony) and an internet connection. Remote or distributed agents have the exact same interface, tools, and resources as local agents. In addition, supervisors have the ability to extensively track, monitor, and report on all agents, remote or local. This capability allows contact center managers to effectively and efficiently utilize agent groups across geographically distributed centers, implement follow-the-sun interaction strategies, as well as increase agent satisfaction by allowing flexible working options. In addition, remote capabilities eliminate geography as a barrier to finding the best agent talent.

**Synchrony Universal View** – Synchrony Inbound Multi-Channel Manager handles the most efficient and most effective delivery of interactions from customers to the best possible agent based on many factors. Once the interaction is delivered to an agent, the Synchrony Universal View is then utilized to efficiently and effectively handle each interaction. See the Synchrony Universal View data sheet for more information.

## Reduce IT Headaches

**Hosted Anywhere** – Synchrony Inbound Multi-Channel Manager offers a variety of deployment and financing options. You can purchase a license and deploy Synchrony Inbound Multi-Channel Manager at your location, or subscribe to Synchrony Inbound Multi-Channel Manager's hosted service and let Cincom manage the logistics and infrastructure of your software for you. Or, reduce the risk by starting with the hosted version and confirm it works for your business, while reaping the benefits immediately, before investing in a licensed version.

**Multi-Tenant, Multi-Campaign Architecture** – Configure and deploy separate and unique campaigns for multiple initiatives, divisions, or companies around the world using only ONE software instance and a single shared infrastructure. This not only saves in infrastructure and licensing expenses, but also significantly increases speed-to-market of each campaign and division.

**Synchrony Now** – This quick-start implementation provides Synchrony Inbound Multi-Channel Manager's base functionality and services so you can begin reaping the benefits of Synchrony immediately. Synchrony Now gives you an opportunity to quickly learn the product in order to make the right enhancements to meet your company's unique requirements.


## Use Real-Time Data to Make the Right Business Decisions

**Synchrony Real-Time Monitor (RTM)** – This efficient reporting tool allows supervisors to view interaction data and statistics as they occur. By displaying the campaign's interaction information in real time, the RTM allows supervisors to see how their company is handling customer interactions and allows them to make corrective decisions while the campaign is running.

**Synchrony Analytics** – First-call resolution reporting, cost of service, and other analytical metrics are just a few examples of the robust analytical solutions available to deliver better business decision-making and planning capabilities. See the Synchrony Analytics data sheet for more information.

## Summary of Benefits –

- Quick speed-to-market
- Extremely low risk
- Rapid Return on Investment (ROI)
- Low cost

CINCOM, , Synchrony, and The World's Most Experienced Software Company are trademarks or registered trademarks of Cincom Systems, Inc.

All other trademarks belong to their respective companies.

© 2004 Cincom Systems, Inc.  
FORM SY040428-1 4/04  
Printed in U.S.A.  
All Rights Reserved

