

# Synchrony™

## Multi-Channel Customer Experience Management System

### Overview:

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. As such, Synchrony enhances the customer's experience and improves operational efficiency while simplifying the job of agents and users.

### Highlights:

- Enhances the customer experience by improving the quality, consistency, and timeliness of interactions and transactions, leading to greater loyalty.
- Enhances the experience of agents and users by providing simple and quick access to the knowledge and resources they need through a single interface.
- Minimizes the organization's risk by offering flexible deployment options, including hosted, licensed, or both.
- Helps organizations realize a rapid return on their investment by boosting top- and bottom-line performance within a condensed implementation period.



*Today's customers are more sophisticated and demanding than ever. The secret to winning and keeping them is to significantly exceed their already elevated expectations.*

*The Synchrony customer experience management solution from Cincom helps organizations deliver outstanding customer service and sales experiences that far exceed customer expectations. By proactively managing and synchronizing interactions and transactions, while simultaneously equipping agents with just the right knowledge and resources, Synchrony helps you maximize your customer relationships. Plus, Synchrony helps restore the intimacy that once existed between companies and their customers. The results? Greater customer loyalty, operational efficiency, and ultimately, profitability.*

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## Enhance the Customer's Experience With Expert Service

**True Multi-Channel Support** – Synchrony supports the complete suite of interaction channels, including telephony, e-mail, chat, fax, web collaboration, and call-me, so customers can communicate using whatever method they prefer. Unlike other solutions that simply bring the channels together at the desktop, Synchrony truly integrates the channels for a consistent customer experience across all touch points.

**Universal Queuing and Routing** – Synchrony provides a single location for managing the incoming flow and routing of all interactions and transactions across all channels – whether it be a phone call, e-mail, web chat, or even a web-based order or self-service trouble ticket. Each contact event can then be matched to the most appropriate agent, based on a contact identifier, for more effective and efficient customer service. For example, high-value customers can be prioritized for faster service and can be matched with the most experienced agents. Or, interactions can be routed to specific agents or groups based on language, time zone, promotional code, product owned, agent skill set, or virtually any other rule. Customers and agents alike benefit from the improved effectiveness and efficiency of the interactions.

**Universal Customer View** – By providing transparent access to any enterprise applications and back-end systems as needed, Synchrony's web-based universal view provides agents with a unified 360-degree view of the customer, including complete customer interaction and transaction history, product history, preferences, and more. This consolidated view enables multiple agents to hold "continuous" conversations with customers, with an understanding of previous events, interactions, transactions and other details, across all communication channels. As a result, customer requests are satisfied more quickly and accurately.

**Self-Service** – An evolutionary knowledge base of frequently asked questions and other relevant information allows customers to answer their own questions 24/7, reducing the need to e-mail or call. Authorized customers can also update profiles as well as view, submit, or modify trouble tickets or cases online. This not

only improves customer satisfaction, but it also reduces the cost of service significantly.

**Just-in-Time System Collaboration** – Synchrony delivers just the right amount of back-end information needed to address the task at hand. Then, if required, agents can intelligently drill down further for additional information or perform necessary functions, without switching to the back-end system or toggling between multiple systems. This on-demand approach gives agents access to the back-end systems and data they need when they need it. As a result, interaction handling time and training requirements are reduced significantly.

## Streamline Operations for Maximum Efficiency

**Consistent Multi-Channel Desktop** – Designed from the ground up for multi-channel capabilities, Synchrony empowers agents to handle multiple interactions at the same time, while using the same knowledge base, contact and activity management tools, scripts, and resources. More importantly, all interaction types are handled identically. A single agent can be engaged in multiple non-real-time interactions such as e-mail and fax and still take real-time interactions, like phone or chat, as they come in. It also provides a single framework for agents to use across all channels, so when a customer needs assistance, the agent process to handle it is the same, whether they use e-mail, chat, fax, or phone. This multi-channel consistency improves productivity and simplifies training.

**Multi-Tenancy** – 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, licensing, and IT expenses, it also accelerates the speed to market of each campaign and each division.

**Agent Anywhere** – As a net-native application, Synchrony allows agents located anywhere in the world to access the identical application and resources using just a web browser and a phone. Work-at-home agents, branch and regional offices, distributed contact centers, and disaster recovery operations can handle interac-



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tions consistently, as if they were located in a single center. Management tools such as real-time monitoring, queue management, knowledge and workflow authoring, and reporting can also be accessed anywhere. This enables managers to oversee each agent's activities regardless of location.

**Workflow Rules Engine** – Organizations can automatically process complex tasks and workflows across all channels to ensure that customer requests are completed successfully. The Synchrony workflow engine automatically queues, routes, and processes customer-oriented activities and tasks while giving necessary employees the details needed to handle every situation. Plus, users can create, prioritize, and assign tasks to themselves and others. As a result, customer-oriented processes are completed to satisfaction, in the most efficient manner possible.

**Hosted Anywhere** – Synchrony offers a variety of deployment and financing options. Purchase a license and deploy Synchrony at your location, or subscribe to Synchrony's ASP service and let us manage the logistics and infrastructure of your software for you. Or, reduce the risk by starting with the ASP version and confirm that it works for your business, while reaping the benefits immediately, before investing in a licensed version.

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

**Net-Native** – The true Net-Native J2EE™ solution eliminates the need for client/server applications on user desktops, saving in initial installation and ongoing maintenance costs. Plus, it utilizes the internet as a global delivery system for maximum uptime and flexibility while ensuring full security.

## Rapid Return on Investment

### Increases Revenue

- Improves the quality and timeliness of interactions and transactions for greater customer loyalty.
- Helps identify selling opportunities based on customer preference and patterns.
- Enables rapid ramp-up of campaigns and customers.

### Improves Productivity

- Reduces the time it takes to handle interactions and to resolve issues.
- The integration of contact channels eliminates duplication of effort.
- Self-service options eliminate unnecessary agent involvement.
- Improves management productivity with integrated reporting tools.
- Reduces learning curve of new agents.

### Reduces Cost

- Reduces agent training requirements.
- Quicker resolutions lead to decreased operational costs.
- Utilizes the internet as a secure global delivery system for high reliability at a low cost.
- Minimizes unnecessary infrastructure, licensing, and IT support costs.
- Flexible deployment options (hosted, licensed, or both) maximize implementation efficiency.
- Rapid implementation means quicker time to payback.

Call Cincom today to see how we can help you maximize your customer interactions and relationships while saving you money.



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