

Synchrony™ Universal View

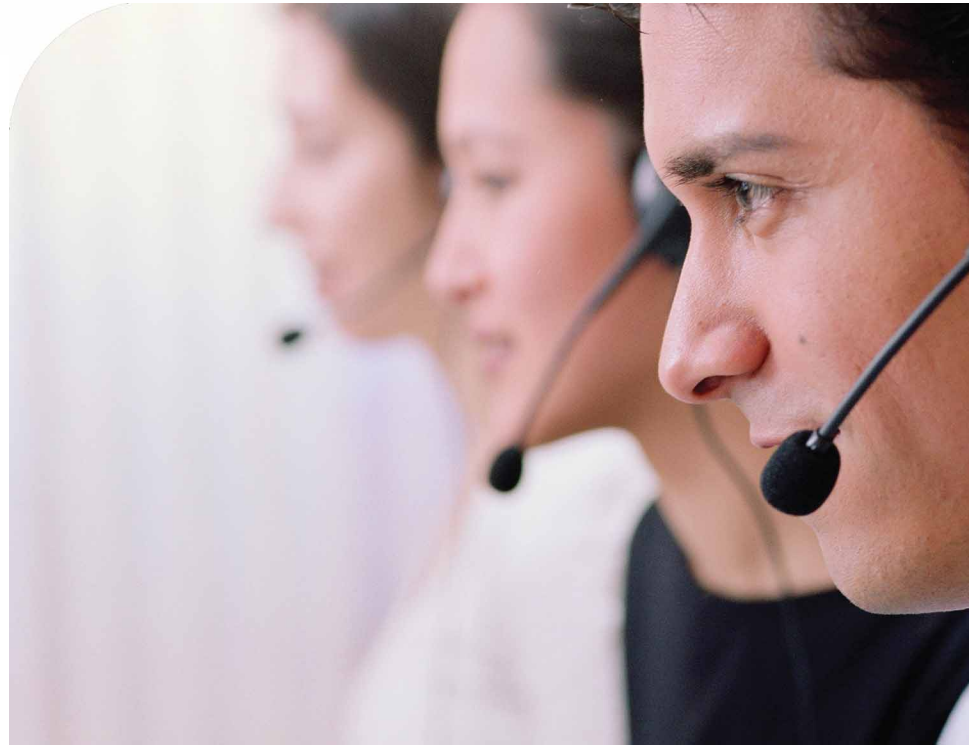
Comprehensive Customer Information Management Solution

Overview:

Today's customers shopping for a CRM solution, are demanding quick speed-to-market at a low cost with guaranteed ROI. Synchrony Universal View, a comprehensive customer information management system, addresses these demands by providing customers with a single customer information view, trouble ticketing, case and activity management, a self-service portal, and a powerful yet simple system collaboration framework to view and access data from other company systems. As such, Synchrony Universal View contributes to profitability by improving the efficiency and effectiveness of the contact center.

Highlights:

- Contributes to top-line growth by providing agents with the customer information necessary to increase customer satisfaction and average revenue per customer.
- Increases profitability by improving contact center effectiveness:
 - Captures and tracks contacts, organizations, profiles, cases, events, activities, and interactions across all channels and third-party systems.
 - Provides access to a universal knowledge base and analytics for interaction efficiency and effectiveness.
 - Allows access to information in multiple systems from a single desktop application.
- Minimizes the organization's risk by offering flexible deployment options, including hosted, licensed, or both.



By providing transparent views and access to any enterprise application and back-end system as needed, Synchrony's web-based Universal View provides agents with a relevant 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.

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.

Synchrony Universal View increases profitability by improving the effectiveness of your contact center

Empower Agents With Valuable Information to Improve Service and Increase Sales

Customer Activity Hub – Synchrony provides a consolidated view of the significant events in a customer's history. This enables agents or groups of agents to hold continuous conversations with customers with an understanding of previous events, interactions, transactions, and other details.

QuickView – Immediate high-level summary of a customer or organization's life cycle events across all product lines within an organization.

Universal Knowledge – Single knowledge environment and scripting that organizes and leverages existing organizational content in decision trees or access lists, accessible across all channels.

Organization Management – Tracks, manages, and defines relationships between and within organizations to understand complex inter- and intrarelations between business customers (subsidiaries, branches, partners, etc.).

Contact Management – Manages relationships between contacts, organizations and life cycle events.

Activity Management – Manages summary data of the event defining next steps such as priority, severity, due date, and delegate, with the ability to have nested activities and interactions assigned to them.

Interaction History Management – Stores interaction history, transcripts, and other data. Interactions are assigned to activities by an agent or by front-end systems performing the interaction (for example, another e-mail system or an IVR system).

Self-Service Portal – Customers can get answers to questions, update their profile, and submit, modify, or view the status of open tickets using the same decision trees and content that agents use.

Workflow Engine – Workflows can be customized at a very granular level and can be triggered based upon new/modified contacts, activities, or organizations.

Reduce IT Headaches

Hosted Anywhere – Synchrony offers a variety of deployment and financing options. You can purchase a license and deploy Synchrony at your location, or subscribe to Synchrony's hosted service and let us 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.

Agent Anywhere – Synchrony allows an organization to give any user anywhere access to the tools and applications they need as long as they have a computer and internet connection.

Multi-Tenant 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.

Extensibility Framework – Provides an environment in which the Synchrony application can be customized and extended with additional fields and tabs from the configuration console, without development work. Not only does this result in quick implementations, it also eliminates additional work when upgrading or moving customizations or data schemas during version upgrades, migrations, or standard certification to production processes, since it is built within the application framework itself.


Web-Services Framework – Provides an XML/SOAP data access layer that allows the Universal View to easily leverage data that resides in existing front-end and back-end systems versus replacing or integrating. This framework and system collaboration process eliminates the integration challenges of data replication and associated data currency and accuracy issues. By doing this, the creation of a relevant and accurate transactional and interaction view is completed in days, not months or years.

Synchrony Now – This quick-start implementation provides Synchrony'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.

Net-Native – Eliminate installation of client/server applications on user desktops, saving in initial installation and ongoing maintenance cost.

Summary of Benefits –

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

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