

SYNERGY SOLUTIONS TEAMS WITH SER FOR COMPLIANCE STRATEGY

Headquartered in Phoenix, AZ Synergy Solutions (www.callsynergy.com) is a supplier of outsourced teleservices solutions for high-quality, customized, and scalable solutions for customer acquisition and retention. Synergy Solutions partners with Fortune 500 companies to provide efficient, value-added solutions that lower the cost of customer acquisition and increase customer loyalty and retention.

When the FCC and FTC amended the Telephone Consumer Protection Act (TCPA) and the Telemarketing Sales Rule (TSR), its strict ramifications ushered significant changes in the way Synergy Solutions operated. The guidelines - which include abandoned call restrictions, the national "Do-Not-Call" registry, transmission of Caller ID, and compliance reports - were a top priority for Lori Fentem, President, Synergy Solutions, whose mission was to ensure their contact centers complied before the fast approaching regulations became effective. Although META Group had stated that a significant number of the dialers in the industry were at risk of poor performance, Synergy Solutions took solace in the fact that SER's solution was not only compliant but also delivered the performance and reliability they required in their contact center.

RELIABLE AND DURABLE COMPLIANCE TECHNOLOGY

To address the FCC and FTC regulations, Synergy Solutions devised a three-prong action plan that included identifying the right technologies to ensure compliance, training its employees on the nuances of the requirements, and defining how its clients wished to handle issues such as abandoned call messages, scrubbing lists against Do-Not-Call lists, and Caller ID messaging.

Synergy Solutions added Encore Plus™, SER's automated message delivery system, to record, store, and play messages, to their current CPS systems. Fentem is particularly impressed with the reliability and durability of all of SER's products. Flexible and fast to implement, the solutions deliver maximum efficiency and enhanced agent productivity while satisfying FCC, FTC, and state compliance regulations.

CPS complies with the safe-harbor provisions including the "3 percent abandon call rate" and the "2 second transfer to agent" requirements. The capability to adjust the abandon rate and the number of rings for each type of outbound campaign was a key benefit, given the broad range of clients Synergy Solutions serves.

RESULTS

- Compliance with all current federal and state regulations
- Increased live connects using SER's patented SmartPace VI dialing algorithm



"Synergy Solutions places the highest priority on ensuring compliance in our call centers. SER's products have enabled our compliance strategy and provided us with the tools we need to succeed."

**-- Lori Fentem
President
Synergy Solutions**

INCREASED PRODUCTIVITY AND EFFICIENCY

Fentem also recognized that SER's patented dialing algorithm maximizes the number of live connects an agent can achieve while effectively eliminating unwanted answering machines, fax machines, and busy signals. Even before the called party has finished saying "hello", the switch instantaneously connects the call to an available agent and displays the called party's information on the agent's screen.

To support the national "Do-Not-Call" registry, SER provides a Do-Not-Call utility that compares records about to be called against a Do-Not-Call list in real time, while dialing is taking place. The Do-Not-Call utility compares records to an external database of numbers not to call and marks a record as a "do not call" if a match is found. Any marked records will not be dialed.

SER's TSP500 predictive dialer can be configured to show the telephone number and the company name specified by Synergy Solutions, by campaign, on Caller ID screens of called parties. With this enhanced Caller ID capability, the service bureau can display the client-specific information, company name and telephone number, instead of Synergy Solutions', providing a value-add for clients.

Many of the nation's largest companies have come to rely on Synergy Solutions for effective campaign management. Fentem, in turn, looks to SER to deliver the innovative software solutions that enable her centers to maximize productivity, achieve unprecedented operational efficiencies, and ensure compliance. A real competitive advantage in this business environment.

ABOUT SER

SER Solutions, Inc. provides innovative software solutions to help companies achieve unprecedented efficiencies, maximize workplace productivity and enhance customer service. Our contact center solutions are deployed at 8 out of the top 10 outbound teleservices agencies in the United States. Over 1,800 financial institutions depend on our integrated document management system for their document imaging, COLD/ERM, and check imaging needs. Global 2000 companies rely on products from SER to streamline their accounts payable processes.

Behind our products and services, is a team of professionals who are fully committed to delivering quality customer service to our 3,000 customers worldwide. SER Solutions, Inc. is headquartered in Dulles, VA, with operations in North America and Europe. Additional information on SER is available at www.ser.com. SER is a registered trademark of SER Solutions, Inc. All other marks are trademarks of their respective owners.

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