

The  
Facetime  
generation



# Syntec

**Integrated** contact centre systems

# Contact centre vital to business mix

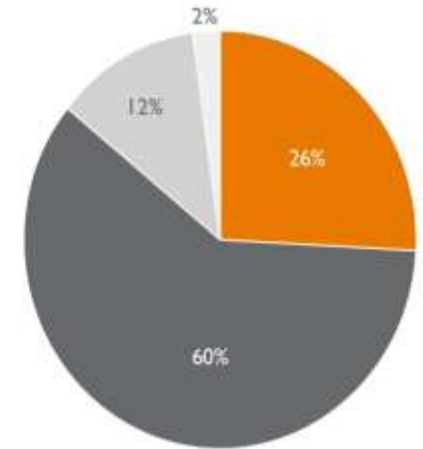
- Difficult balancing act e.g. conversion to sale v. customer service
- Quality monitoring: after call surveys and call recording
- Call outcomes, cost per enquiry/sale, integration with CLI and CRM
- Waiting times, IVR, abandoned rates, spillover/outsourcers/DR
- Blending calls, webchat, e-mails = 'contact centre' not 'call centre'
- Workforce management
- Detailed reporting & analytics
- Phone payment PCI DSS security



☺ *all can be handled 'in the cloud' /at network level as an integrated platform = fast, flexible, scalable, no CAPEX*

# Benefits of integrated network-level and 'hosted' managed services

- Call Queuing remotely cuts line rental
- Contact centre can be 'anyone, anywhere'
- Solutions tend to work with existing systems/phones = £0 CAPEX + quick to install
- Cost (per seat) = variable operating cost
- Multi-tenancy = cost efficient & outsourced, ongoing development and maintenance
- Integration of telephony and SaaS suite = easy + £efficient



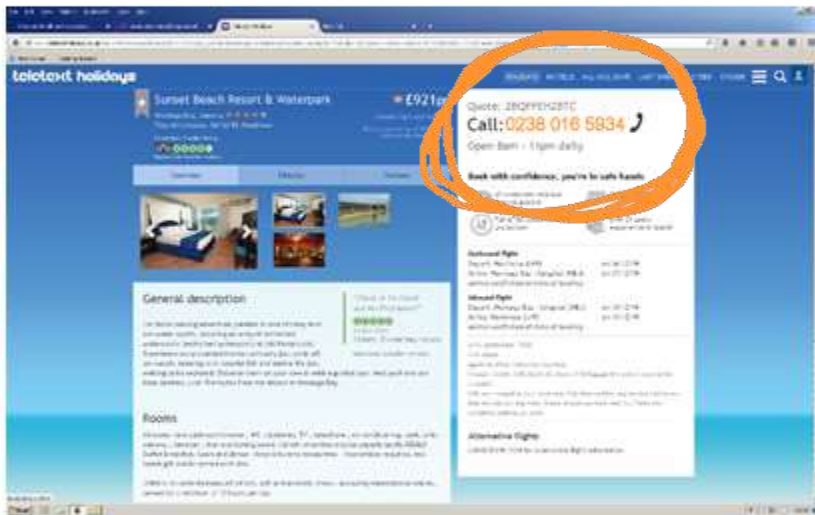
# 3 Key SaaS areas..

- Call tracking/analytics
- Contact centre management gains
- Secure card payment by phone (PCI DSS)

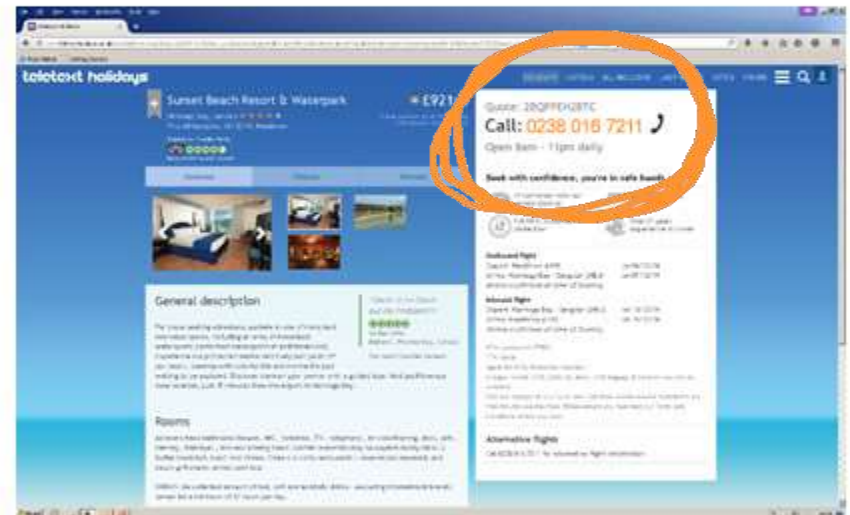
# With web-to-call analytics...

- Does your marketing dept. use different phone numbers for different ads/channels/catalogues?

# Dynamic phone number replacement



Mr Smith



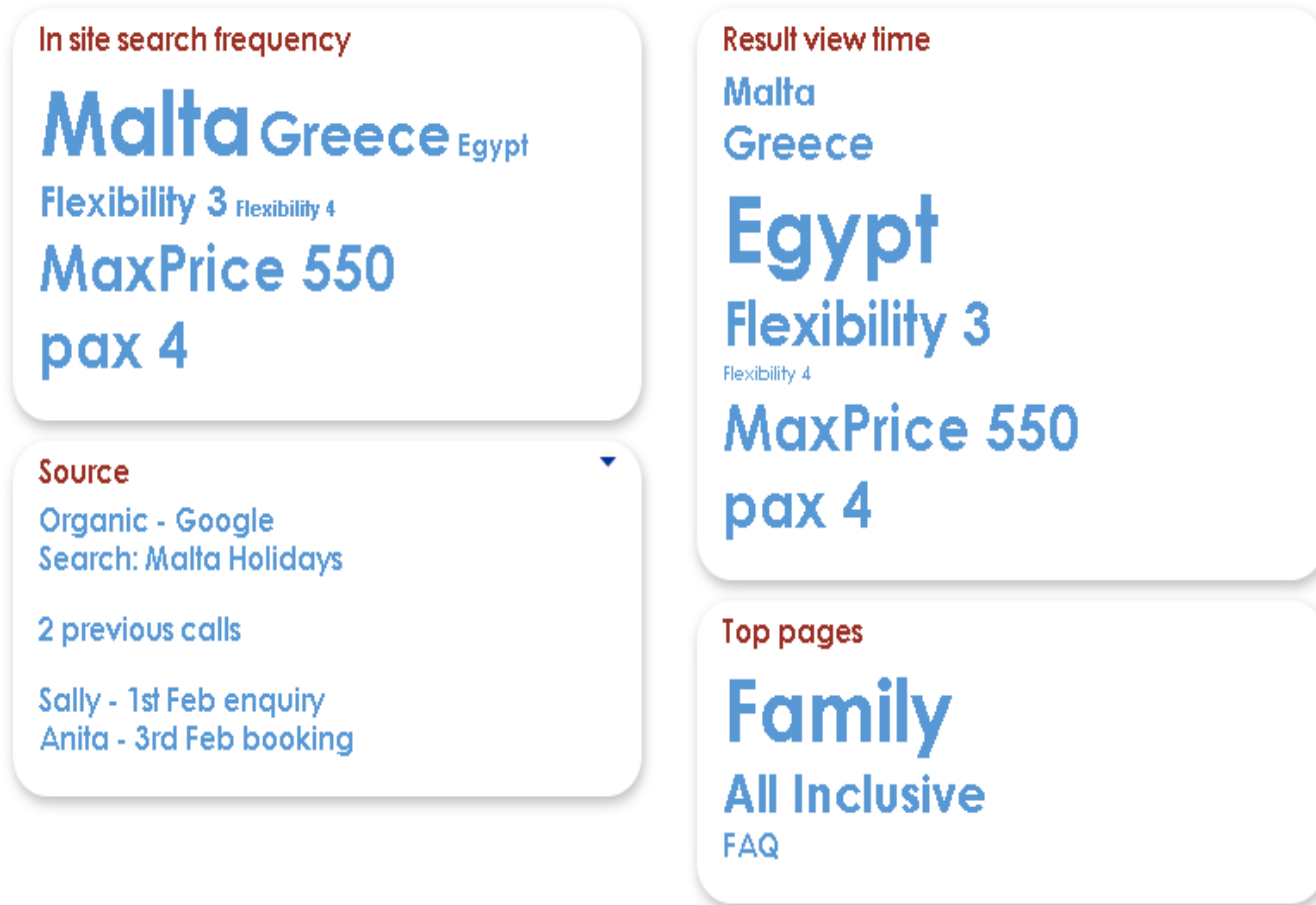
Mrs Jones

# With web-to-call analytics...

- Does your marketing dept. use different phone numbers for different ads/channels/catalogues?
- Phone number to call on your website is dynamically changed for each website visitor
- Source of calls, keywords and search terms tracked
- = Information for call agents and marketing managers
- Agents can see caller's website behaviour alongside previous call history and notes
- Web based information & reports – nothing to install
- Agent can see what the caller is looking at using ScreenView



# Example screenshot of real time caller analysis for the agent



*Works through dynamic telephone no. replacement for each individual's web session (or product code replacement)*

# Cloud contact centre management

- 'Virtual' contact centre solutions and performance management
- Live web-based dashboard & reporting interface,  
...supporting multiple communication channels (call-in/back, calls out, webchat, SMS & e-mail)
- Link with CLI and your CRM, including outcomes and notes
- Integrate call control, inbound & outbound, recording, reporting, queue management, call diversion, IVR, tracking & analysis, workforce management, after call surveys, missed call alerts, callback in queue
- Hosted systems = immediate disaster recovery
- + link with ResponseTrack and/or internal database lookups to route calls intelligently to the right agent or department, without IVR

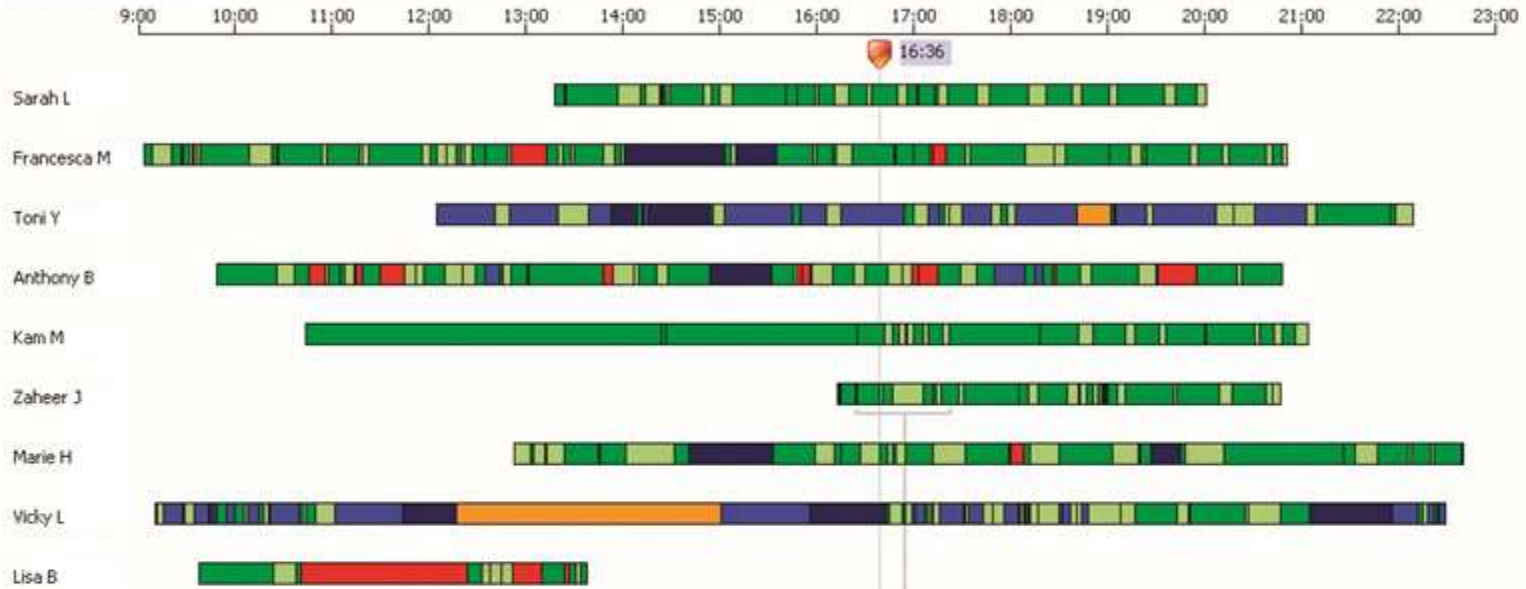
- 📖 All Numbers
  - + 📁 NTS Number Ranges [tags](#)
  - + 📁 LCR Numbers
  - 📁 Reports
    - 📅 Dates
      - From: 25 Sep 2014
      - To: 25 Sep 2014
    - + 📁 Outbound Calls
    - 📁 Inbound Calls
      - Call Summary T ▶ ▾
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      - Call Detail T ▶ ▾ 📧
      - Numbering T ▶
      - Call Variance ▶
      - Historical Traffic ▶
      - SLA ▶
      - S/A History T ▶
      - S/A summary T ▶
      - Surveys ▶



**Colour Key**



Log for 25 Sep 2014



16:36 [X]

Hold time: 22 s  
Connected at: 16:36:36  
Talk time: 96 s  
NTS number: 0800 \*\*\*\*\*0  
CLI: 07\*\*\*5\*\*32\*

Listen to recording



- Customer enters PAN & CV2 using the keypad of their phone – tones not audible to the agent or call recordings, sensitive data bypasses the call centre
- Protect your brand increase trust (..it's what customers want)
- Mid-call (in conversation with agent) and automated (IVR-based) versions
- Fully hosted system (or premise-based for larger enterprises)
- Saves costs of annual PCI DSS audits



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## CONTACT CENTRE MANAGEMENT

Cloud services for efficiency & customer service

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**Everything you need to run cost-effective, customer-focused & secure call centres**

Syntec provides a fully integrated suite of telephony and software solutions designed to enable efficient management of all aspects of your call centre activities.

Our products include a full range of telephony services as well as contact centre management systems, PCI DSS solutions and marketing analytics capabilities.

We are an Ofcom-regulated network switch operator handling over 80 million calls a year so you can be confident that your calls are in safe hands.

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Integrated contact centre systems