



# Syntellect Solutions

HELPING YOUR CUSTOMERS REACH THE RIGHT  
CONTACT DESTINATION, **THE FIRST TIME**



**SYNTELLECT**

[WWW.SYNTTELLECT.COM](http://WWW.SYNTTELLECT.COM)



Customer Interaction Management

Suite

**Connecting**

you and your customers through  
integrated communications



The communication platform of choice for

# anytime, anywhere access



Leveraging the communication tools they use every day, your customers have the ability to instantly access a variety of information. Syntellect understands your customer interaction needs and the challenges you face in providing the quality service demanded to maintain a competitive advantage. We provide solutions that help your customers reach the right contact destination, the first time. Our solutions remember your customers when they return, helping to deliver a superior customer experience. Syntellect has the expertise to provide your organization with the communication channels necessary to create, maintain and continuously improve exceptional end-to-end customer service.

Syntellect Customer Interaction Management (CIM) enables you to deliver, continually assess and fine-tune customer service across your organization. Additionally, you will provide your customers with the optimal mix of agent-assisted and self-service options while delivering access to the critical business knowledge that helps optimize your contact center performance.

Syntellect CIM is comprised of PBX/IP-PBX-independent, enterprise grade solutions. Based on the most current industry standards, these software-only solutions seamlessly integrate with external applications and may be deployed in a single location or across multiple physical locations and business groups. All of this provides your organization with a cohesive network that consistently supports complex customer interactions.

The core of Syntellect CIM contains an advanced management engine that enables you to fully control a universal queue of customer interactions of all types, including telephone and Interactive Voice Response (IVR), voice mail, email, web chat, web transactions, fax and agent tasks.

# Syntellect CIM

This fully featured contact center offering integrates seamlessly into your business environment and connects existing Customer Relationship Management (CRM) solutions, and other back-office applications, with your contact center, giving you and your agents a complete view of customer interactions. The platform delivers true site-independent universal queuing of all communication types across multiple contact centers, routing them to the most appropriate resource that is available.

Equipped with access to customers through multiple channels, complete interaction histories, comprehensive customer account information and quality service data, your agents can respond promptly and facilitate seamless escalation between qualified channels if necessary. Agents are provided with a consolidated view of all customer interactions, giving them the knowledge and tools to effectively handle any customer inquiry.

Along with traditional multi-channel interactions, Syntellect CIM supports tasks – activities associated with, or independent of, standard interactions into or out of the contact center. Tasks can be generated by events within the platform or externally (e.g. CRM applications or workflow solutions)



Syntellect CIM **enables**  
your agents to become proponents of  
high-value customer interactions



VOICE



EMAIL



WEB



FAX



TASK

## SYNTELLECT PERFORMANCE OPTIMIZATION

- **DECISION MANAGER**  
Standard and custom reporting
- **iVAULT®**  
Interaction lifecycle management
- **SURVEY MANAGER**  
Web/voice surveys
- **CALL RECORDING**  
Demand driven, rules driven or call logging
- **QUALITY MONITORING**  
Real-time and historical monitoring
- **WORKFORCE MANAGEMENT**  
Pre-built connectors to leading solutions

Syntellect **delivers**  
global configuration and queuing  
in a highly scalable architecture

and placed in queue and prioritized along with other interactions, such as a call or voice mail. Tasks let the system accurately track the content and time of any agent activity, in a central location.

Syntellect CIM provides web-based administration, real-time monitoring and a comprehensive decision management system, which allows you to create a complete, customizable picture of how your customer interactions are handled. This gives you the knowledge and tools to make necessary changes to optimize your contact center.

## SDKs WITH OPEN APIs

For organizations looking for deeper integrations, Syntellect provides Software Development Kits (SDKs) and Application Programming Interfaces (API) to support embedded integrations with partner products and custom enhancements for customer deployments. With the power of Syntellect CIM, you will be able to optimize operational efficiency, continuously improve agent performance, reduce costs associated with customer interactions, increase revenue and ensure customer loyalty and branding.

## KEY SYNTELLECT CIM capabilities

- ENTERPRISE-CLASS SCALABILITY
- MULTI-NODE RESILIENCY AND FAILOVER CAPABILITY
- GLOBAL SYSTEM CONFIGURATION ADMINISTRATION
- GLOBAL QUEUING ACROSS ALL SITES
- PBX/IP INDEPENDENCE
- FULL MULTI-MEDIA CONTACT BLENDING
- TASKS QUEUING
- BLENDED INBOUND AND OUTBOUND VOICE
- iVAULT – COMPLETE INTERACTION LIFECYCLE HISTORY
- PUSH/PULL INTERACTIONS
- COMPREHENSIVE SPEECH SERVICES
- CUSTOMER, SKILLS AND PROFICIENCY BASED ROUTING
- CUSTOMER SEGMENTATION AND PRIORITIZATION
- OPEN API
- FLEXIBLE PREMISE-BASED OR HOSTED DEPLOYMENTS



When customers choose to help themselves, there is the Syntellect Voice Platform (SVP); a distributed software platform for self-service applications that is tightly integrated with Syntellect CIM. Built on an open, scalable and standards-based framework supporting a Services Oriented Architecture, SVP forms a unified foundation for voice interactions.

## Syntellect Voice Platform – building a unified **foundation** for voice interactions

Applications are developed in VoiceXML, allowing you to leverage your web investments for voice, provide a consistent customer experience on all channels and strengthen your brand.

Syntellect Speech Services, a technology and consulting practices group, provides the best practices and design expertise to help you deliver superior speech-enabled self-service solutions. Syntellect Speech Services believes that a best-in-class Voice User Interface (VUI) is vital to both increasing customer satisfaction and optimizing customer service costs. Syntellect designs solutions that will engage callers in a natural, conversational way that encourages them to use the system. The benefits of self-service are numerous. Incorporating SVP into your contact center allows you to provide 24-hour access to your business, automate routine tasks, introduce new services and control costs. Naturally, as SVP is integrated tightly with Syntellect CIM, a customer requiring live

assistance can be seamlessly transitioned between self and agent-assisted interactions. As with agent assisted interactions, all voice portal activity is captured within Syntellect's decision management system, providing you with a wealth of data to fine-tune, improve and align self-service applications with your business goals. Standards employed include:

- VOICEXML 2.0/2.1
- J2EE TECHNOLOGIES
- MEDIA RESOURCE CONTROL PROTOCOL (MRCP)
- WINDOWS® 2000 OR 2003 SERVER OPERATING SYSTEMS
- ODBC RELATIONAL DATABASES
- VOICE OVER IP (H.323 AND SIP)
- T1/E1 INTERFACES
- CCXML
- HOST MEDIA PROCESSING

## KEY SYNTELLECT VOICE PLATFORM **capabilities**

- **Voice over IP (VoIP) support** allows you to deploy self-service speech applications while leveraging your current IP infrastructure.
- **Interactive Voice Response (IVR)** automates self-service transactions using Advanced Speech Recognition (ASR) or touch-tone.
- **Speech Recognition** offers the ability to deploy successful natural language and large vocabulary speech applications.
- **Text-to-Speech (TTS)** provides the ability to have textual information spoken back to a caller.
- **Computer Telephony Integration (CTI)** optimizes agent productivity by providing real-time data pops and driving enterprise line-of-business applications.
- **Fax-on-Demand** gives your customers the option to obtain a facsimile of the information they desire, such as product brochures or catalog information.
- **Campaign Manager** provides the ability to create, configure and manage automated outbound calling campaigns.



More than two decades of **experience**  
helps make Syntellect the right choice



# Reasons to Choose Syntellect

## **PARTNERSHIP**

We engage with our customers through a long-term, consultative, business process-oriented partnership. We focus on providing our customers with solutions that provide great service to their customers. We are more concerned with customer issues than our technology. While we make our suite of products available as point solutions, it is not just “point and leave.” We continuously facilitate business process improvement across the entire organization. We attain the dual-goal results of improving your business while delivering superior service to your customers.

## **EXPERIENCE**

Syntellect has extensive expertise in self-service and contact center solutions, speech applications and best practices in application design. We have strong domain experience in numerous vertical markets,

including utilities, financial services, government, high technology, help desk, consumer products and healthcare. We apply our experience and domain expertise to deliver customer intimacy. We create a consistent and differentiated brand experience across all customer contact channels.

## **SOLUTIONS**

Our solutions are designed to provide individualized and personalized service, no matter which contact channel a customer prefers. We enable your customers to reach their destination and be remembered when they return. We fit into your enterprise. We continue to build on the flexibility of our core architecture, which has enabled our customers to expand and scale their solutions over time, taking advantage of current and future technologies while maximizing the return on their investment.

## **TECHNOLOGY**

Our suite of agent-assisted and self-service solutions differentiate themselves by their ease of implementation and use, integration to key enterprise CRM systems, management and support. We can seamlessly integrate multiple physical locations and business groups into one cohesive network that consistently supports complex customer interactions. We take “disruptive technologies” (emerging solutions, such as VoiceXML, IP, etc.) and deliver them in a way that does not disrupt your business.



VOICE



EMAIL



WEB



FAX



TASK

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#### REACH YOUR DESTINATION

At Syntellect, we help our customers create, maintain and continuously improve superior end-to-end service for their customers – personalized service that values their preferences from the way they contact a business to the level of help desired. We measure our success by our ability to implement and continuously support solutions for our customers. With over two decades of pioneering leadership and thousands of solutions deployed globally, Syntellect is a premier provider of enterprise-class contact center solutions for the utilities, financial services, government, high-technology, help desk, consumer products and healthcare industries.

Syntellect is headquartered in Phoenix, Arizona, with additional offices in North America and the United Kingdom.