

# synTelate® assists **SEBECO** to increase customer satisfaction



**SEBECO** Call Centre  
www.sebeco.com  
The Sense of Contact

## INTRODUCTION

**SEBECO** is a Belgian call and contact centre that started trading in 1987. **Service BE**geleiding in **CO**municatie translated from the Dutch, means guarantee for service, support and communication. This reflects the corporate objective which is to maximise customer satisfaction through a combination of solid telemarketing plans, outstanding communication strategies and state of the art technology. **SEBECO** provide a broad range of services to the call centre industry including:

- ✘ Call and Contact centre service provider
- ✘ Call centre hotel with 500 workstations
- ✘ Application service provider for call centres
- ✘ Selection agency for call centres
- ✘ Training institute for call centres
- ✘ Contact data centre for data cleaning and reformatting

The **SEBECO** Call Centre undertakes various activities including provision of helpdesk services, completion of surveys, customer prospecting and developing close relationships with client's customers.



## The Requirement

**SEBECO** conducted a review of all systems used within its call centre and identified the need to upgrade its call centre systems to both remain competitive and address new markets. Consequently **SEBECO** decided to upgrade its telephony network and dialer.

In line with these upgrades, **SEBECO** required a tool to allow them to rapidly and easily develop new campaigns whilst having the ability to create structured call flows within their campaigns. **SEBECO** considered developing this solution in-house but due to time constraints and the availability of solutions that could fit the need, it was decided to source externally.

The requirements were clear. **SEBECO** required a user friendly solution to develop campaigns with call flows. The solution had to integrate its new telephony equipment, including the Avaya Predictive Dialler System (PDS), and have the capability to link to a range of relational databases.

After looking at available solutions, **SEBECO's** telecom supplier recommended synTelate® as the solution to meet their needs.

## Solution

After installing synTelate® and receiving training, **SEBECO** started converting their complex scripts from their existing system into synTelate®. The simplicity and speed of development within synTelate® meant that new campaigns could be developed in a few short weeks. This was a significant saving over the previous systems. The rapid script creation and modification capabilities provide users with the tools to optimise call centre activities in response to real time issues.

"We have been using call flow software for numerous years and had a clear picture of our requirements. synTelate® has met our requirements with a fast turnaround on script and campaign screen creation and the ability to integrate with our dialing equipment and other multimedia contact handling technology," Laurent Lamot, ICT Developer **SEBECO**.

The utilisation of synTelate® means that agents can multi-skill and comfortably deal with both inbound and outbound calling situations. synTelate® also supports agents operating within blended environments.

The ability to screen pop within synTelate® allows the agent to identify the customer, and in many cases why they are calling before the conversation starts. This maximises the value of agent's time on the call.

In summary the main benefits experienced by **SEBECO** since the implementation of synTelate® include:

- ✘ Improved customer experience
- ✘ Improvements in agent performance and effectiveness
- ✘ Reduced call duration therefore higher call volumes achieved
- ✘ Reduced training time
- ✘ Rapid implementation and deployment



## Client Relationship

"synTelate® brings together the power of well designed processes and the functionality of scripting in an outstanding way. This tool can deliver its best results when those using it can exercise creativity in process design. synTelate® creates the opportunity for agents to work from a predefined framework, which results in a higher level of transparency and, of course, better outcomes," states Ingrid Walry, Chief Executive Officer **SEBECO**.



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