

INDAS employs synTelate® software to meet customer demands

Canada's leading magazine subscription fulfillment house invests in synTelate callflow software to meet the growing demands of their customers.

INTRODUCTION

INDAS is Canada's leading magazine fulfillment house, supporting more than 400 titles in North America. Since their start in 1971, INDAS has increasingly customized their offerings to meet their customers' unique needs. INDAS offers their clients a wide range of services, including telemarketing, customer service and circulation consultancy.

For most consumers, magazine subscription renewal is an annual event. To INDAS, it is a daily occurrence, with customers checking, canceling, and renewing their subscriptions on a daily basis. INDAS determined that they needed an efficient and effective methodology within their call center operations to meet their clients' day-to-day requirements.

One of the challenges that INDAS faced was the need to support multilingual Customer Service Representatives (CSR), as well as providing account management and state of the art back office processing that ensured that they were compliant with all audit rules.



INDAS quickly realized that providing sophisticated services requires sophisticated business solutions and appropriate tools.

The Requirement

Prior to implementing synTelate, the majority of INDAS' workflow was based on strictly inbound calls and uniform, inflexible agent dialogs; this often led to confusion as to the actual flow of the conversation and the extent of information the agents needed to collect.

When INDAS began talking to synTelate, they were looking to maximize the selling opportunities to their subscription base, and were looking to employ outbound campaigns to up sell and promote additional titles or auxiliary services.

As a result, INDAS selected synTelate to fill the gap in their need for a CRM and outbound telemarketing software product.

synTelate® advantages

- ✦ Ability for non IT staff to build complex campaigns
- ✦ Robust database support
- ✦ Easy to install and train staff
- ✦ Allow for expansion and flexibility of customer needs

Why INDAS selected synTelate®

- ✦ Fast installation, training and execution
- ✦ Call scheduling facilities
- ✦ CSR reporting/monitoring capabilities
- ✦ Time zone support
- ✦ Comprehensive reporting

INDAS



Solution

"When we started to assess the market for a scripting /CRM package, we quickly identified synTelate as best suited to meet our needs. Over the course of a number of discussions, it was clear to us that synTelate could not only meet our requirements, but almost as importantly, didn't over promise on what they could deliver – a trap we have fallen into before."

Marc Tomei, Director of Operations, INDAS.

synTelate® was purchased, installed and became part of INDAS' day-to-day operations within a 2-week period. Because synTelate manages the agent dialog from start to finish, it has virtually no learning curve for agents, so from day 1 on, synTelate was able to increase the effectiveness of INDAS' agents.

Utilizing search capabilities inherent within synTelate®, the CSR can view each customers' account details: for example, a screen pop of basic customer data informs the agent of address details, subscription types, and call history. INDAS is benefiting from the ability to provide their agents with more detailed knowledge of their customers' needs and calling patterns. INDAS' CSRs work on a number of different applications at any given time; the application management and reporting function within synTelate®

allows call center managers to keep track of agents, the campaigns they are working on, and the information they are collecting. synTelate® provides call center management with an overview of each application and their call center operations as a whole.

INDAS' decision to provide proactive customer care through their existing CSRs required that the selected vendor support the blending of both inbound and outbound applications. synTelate® easily supported this requirement: each CSR was provided call scheduling defined on set criteria, such as priority, urgency, CSR knowledge and (importantly) time zone. INDAS' CSRs were able to meet their service level and performance objectives while still meeting their customers' needs and insuring that they called the customer at the appropriate time.

Building on their success within the publishing market, INDAS plan to expand its full range of services; they will rely on synTelate® to provide the application structure for effective campaign management. INDAS will continue to use synTelate to develop unique agent dialogues to meet the needs of a diverse range of clients, and they will continue to do this development in-house using their existing business and management expertise, without relying on outside resources.

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Client Relationship

INDAS's reputation is built on providing accurate, cost effective and professional customer care on behalf of its clients. Integrating synTelate® into its call center operations has enable INDAS to deliver a higher level of care while simultaneously increasing the efficiency and productivity of the company.

"Since installation back in early October, we have been delighted with synTelate. We are now investigating other market areas where our internal skills to develop programs and telephony scripting and fulfillment strengths will prove very effective."

Marc Tomei, Director of Operations, INDAS.

"The agents enjoy using synTelate - there is virtually no learning curve for the telephone staff, and the improvement in accuracy of data collection has ensured that synTelate® has been readily accepted across the Company. This has increased our effectiveness and all our customers have been impressed with the level of service and turnaround we can offer."

David Tufford, Call Center Manager, INDAS.

"It is important to note that synTelate was chosen over six other competitors' products. I am especially glad to see that not only was synTelate® chosen because of product flexibility, but the fact we understood the business requirements and solved a business problem. This is even more important, that we can design a solution to meet the customer's unique requirements."

Ken Beattie, CEO of synTelate Corp.