# Powerful Desktop Customisation and Scripting Tool

synTelate® allows you to provide your customers with

- Outstanding customer care
- Fast, knowledgeable call handling
- Consistent response – every time

synTelate® operates in outbound, inbound and blended environments and is used by in-house and outsourced call centres involved in

- Customer service
- Retentions
- Collections
- Telesales and telemarketing
- Lead generation
- Fund raising
- Market research
- Support and help desk provision

synTelate®
The Call Centre Desktop

synTelate® is a product of inisoft

synTelate® is the award winning screen customisation and scripting tool for use on the call centre agent desktop. synTelate® has been designed so that non-programmers can create highly intuitive screens and scripts in a matter of hours rather than the weeks of traditional methods. This ensures that agents are provided with the right information at the right time to support the customer service or sales activity.

## synTelate® offers

- Fast, drag and drop screen and script creation
- Reduced need for Agent training
- Script pop on connected call
- Screen population of client data
- Increased agent confidence
- Accurate data capture and storage
- Minimised agent downtime

## PROTECT EXISTING INVESTMENTS AND PREPARE FOR THE FUTURE

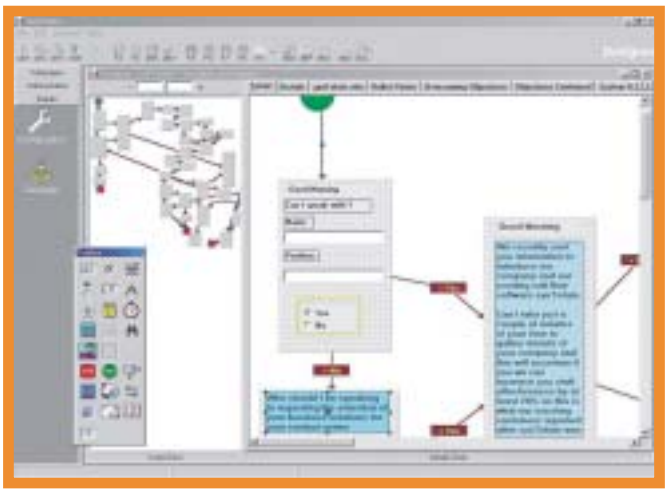
### Telephony Connectivity

synTelate® is CTI enabled and connects to a large number of telephony products. High performance outbound activities are supported by the synTelate® integration to both software and hardware predictive dialling technologies including Avaya Proactive Contact, even taking this as far as supporting blended activities. synTelate® is equally at home with the latest IP telephony platforms.

### Database & CRM Connectivity

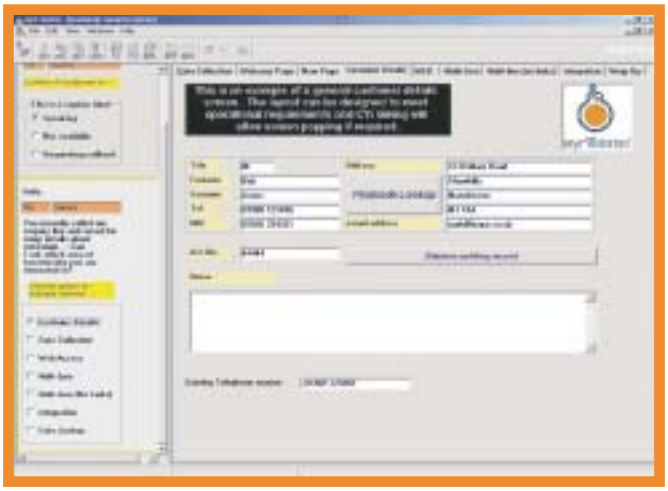
synTelate® connects to a broad range of data systems to ensure that data can be drawn from and returned to multiple locations if required. This allows synTelate® to be used as a single view on complex data structures. Data access can be direct, via industry standard ODBC interfaces or via the synTelate® API. Existing investments in data systems are therefore protected.

synTelate® consists of the screen definition and call flow design tool, synTelate® Designer, and the agent desktop which is available in two versions, synTelate® Agent and synTelate® WebAgent.



synTelate® Designer

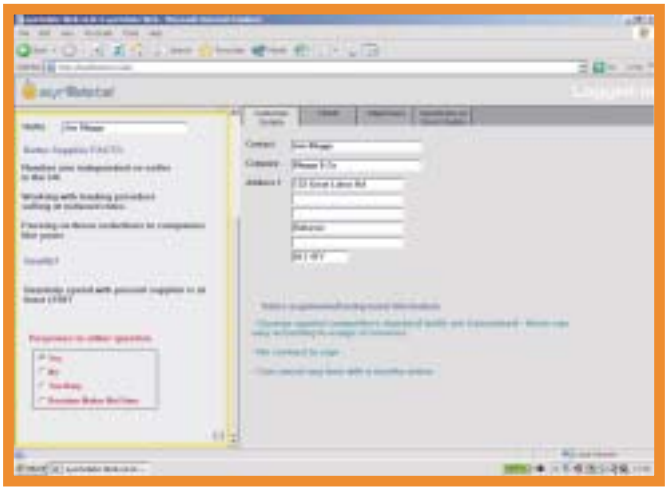
- synTelate® Designer is a highly graphical tool that is used for the definition of the call flow and agent screens. There are no programming languages to be mastered, which means that business managers can quickly create and modify even the most complex of campaigns.



synTelate® Agent

- synTelate® Agent and the synTelate® WebAgent present the call handler with a clean display that contains both the script and associated data screens. Script navigation is simplicity itself with progression route dependant upon the defined data entry and option selections. This ensures that the agent is provided with the correct information at the right time in the call, boosting confidence, productivity and profitability.

Agents can be assigned to multiple scripts thereby maximising call centre productivity.



synTelate® WebAgent

synTelate®
The Call Centre Desktop

## Desktop Customisation

| Benefit / Feature | Improves the customer experience | Improves Agent performance | Reduces call duration | Reduces training time | Reduces dependency on in-house development |
|---|---|---|---|---|---|
| Customisable desktop screens | ✓ | ✓ | ✓ | ✓ | ✓ |
| Screens can be task specific | ✓ | ✓ | ✓ | ✓ | |
| Different screen layouts can be built for different campaigns | ✓ | ✓ | ✓ | ✓ | ✓ |
| Layout can be basic or complex | | ✓ | | | ✓ |
| Screens are very intuitive for Agents | | ✓ | ✓ | ✓ | |

## Callflow Scripting

| Benefit / Feature | Improves the customer experience | Improves Agent effectiveness | Helps put corporate message across | Higher call volumes can be achieved | Greater throughput when used with a dialler | Reduced stress and staff turnover |
|---|---|---|---|---|---|---|
| Gives structure to call with prompts & guidance | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Allows multiple live campaigns and multi-skilling | | ✓ | | ✓ | ✓ | ✓ |
| Greater consistency in call handling | ✓ | ✓ | ✓ | | | ✓ |
| Identify Up and Cross sell opportunities | ✓ | ✓ | | ✓ | ✓ | |
| Customisable front end to dialler deployments | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Logical branching depending upon customer responses | ✓ | ✓ | | ✓ | ✓ | ✓ |
| Rapid dissemination of important information | ✓ | ✓ | ✓ | | | ✓ |

## Deployment

synTelate® WebAgent is offered for circumstances where a browser based agent desktop is required. This provides the powerful features of the standard synTelate® Agent in a browser. The synTelate® Agent and synTelate® WebAgent can co-exist, providing the call centre with ultimate flexibility in deployment decisions while protecting existing investments in IT infrastructure and script creation.

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Call Now on **0800 052 1015**
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