

Delight your customers and empower your teams
with customised and personalised Cloud-based
Contact Centre and CRM solutions.

GROW BETTER AND STRONGER WHILST FUTURE PROOFING YOUR BUSINESS

We understand the key to growing your business today is to provide a personalised customer experience (CX) and engagement across all communication channels. Recent studies show CX will overtake price and product as the key brand differentiator by 2020¹.

At Synergy, we strive to optimise the management of your omni-channel communication solutions by delivering a consistent, personalised experience across phone, mobile and digital communication channels.

For more than 20 years, we have worked alongside organisations to deliver unparalleled expertise and provide continuous support to help our clients flourish in an ever-changing digital world.

Australian consumers rate personalisation as the most respected CX attribute².

KEY CAPABILITIES



CONSULTING AND PROFESSIONAL SERVICES

Customised to achieve customer and business objectives:

- Cloud migration
- Digital transformation
- Technology roadmap
- Vendor capability and proposal reviews
- Operational design and best practice
- Customer experience and engagement best practice
- Business analysis and intelligence
- Requirements gathering and definition
- Business benefit analysis with return on investment (ROI) and total cost of ownership (TCO) modelling
- Product selection
- Solution and architecture design
- Test strategy and execution
- Troubleshooting and fault diagnosis



SYSTEM INTEGRATION AND APPLICATION DEVELOPMENT

Streamline customer and agent interactions:

- Custom augmentations and enhancements to contact centre systems; specialising in Twilio Flex, Amazon Connect and Genesys
- Embed contact centre functions into primary business applications such as CRM (Salesforce, Freshworks, Zoho etc) and service desk
- Access to customer profile database for automation and routing purposes
- Bespoke softphone and mobile application development
- Desktop and backend integration to CRM, ERP, call centre, telephony and UC platforms



CUSTOMER ENGAGEMENT AND COMMUNICATIONS

Customer journey and lifecycle management:

- Single view of your customer's journey across sales, marketing and service
- Omni-channel communications (voice, SMS, email, video, chat, social media)
- Contact centre
- Cloud telephony
- CRM
- Service desk
- Workforce management and optimisation



SUPPORT AND MAINTENANCE

Tailored to meet your business requirements:

- Guaranteed response time
- Business hours and 24x7x365
- Phone, email and live-chat support
- Vendor liaison
- Technical account management
- Customer success



TRAINING

Designed to meet your company needs:

- Technical content
- Best practice advice
- Features and functionality
- User group specific

WHY SYNERGY?

We are leading **CRM and Cloud-based Contact Centre experts** supporting clients to achieve their strategic goals.



HIGHLY ACCREDITED AND EXPERIENCED TEAM

Broad business, technical and integration expertise across a variety of CRM, contact centre, CX and IT disciplines - including telephony, CTI, analytics, IVRs, programming, networking, unified communications, collaboration and ITIL framework. Synergy is NSW Government accredited.



CUSTOMER SUCCESS STORIES

Hundreds of successful customer projects across all industries and sizes within Australia, New Zealand, Asia Pacific and the UK. Sectors include banking and financial services, government, telecommunications, health care, travel, education and retail.



BEST IN CLASS PARTNERSHIPS

Partnering with the world's leading cloud-based technology vendors including Genesys, Twilio and Freshworks.



LOCAL SUPPORT AND GLOBAL REACH

Australia owned and operated with offices in Sydney and Melbourne. Global projects delivered in Asia, New Zealand and the UK.

CONTACT US

For more information, please call us on **1300 85 66 96** or visit us at **www.synergyes.com.au**