

# Telecoms solutions for catalogue companies

*A range of dedicated services for call centres and customer service teams*

Fierce competition for the consumer pound is pushing catalogue companies to find new ways to achieve greater cost-efficiencies, improve customer service and meet increasingly higher expectations. With consumer spending currently in decline, traditional catalogue retailers need cost-effective solutions that provide flexibility to accommodate changing market conditions and require zero capital investment.

Syntec provide a comprehensive range of services specifically designed to meet the evolving needs of catalogue companies. Our network solutions are quickly implemented, easily scalable and extremely resilient – thus enabling telecoms managers to control costs and deliver the telecoms capability needed to support a responsive and high performing call centre function.

## Providing responsive customer service

In the current climate, protecting and building on customer loyalty is an important business objective. Ensuring callers are routed and connected correctly - and receive a swift response – can make a positive difference to customers' perceptions. In response, Syntec offer a complete range of call and queue management services as well as pay per use pricing and comprehensive reporting.

- Live queue management and monitoring
- Real time routing and re-routing
- Mid call transfers to alternative destinations or departments

## Making full use of available resources

Optimising productivity across all call centre activity is a key driver for catalogue companies. Establishing reliable and practical ways to utilise not just internal departments, but also home workers or outsourced call centre resources, can be a challenge. In order to make informed decisions, managers need access to comprehensive and real time information including activity levels, agent status, queues, call times,

abandon rates and customer feedback. Syntec delivers market leading reporting and real time data, enabling catalogue companies to leverage the most from their current systems and resources.

- Comprehensive data available in real time
- Holistic views across multiple call centres
- Easy to view and manage home worker activity
- Options to create and customise views and reports

## Dealing with call volume fluctuations

Seasonal volume fluctuations as well as economic factors can have a significant impact on call centre activity. Syntec provides a number of options designed to deliver the flexibility and scalability required to meet the ebb and flow of a catalogue business.

- Easy to set live and manage home workers and temporary staff on pay per seat basis
- Change call routing (at an individual or location level) instantly
- Effective queue management including alerts and announcements, event triggers and diverts
- Live status monitoring – of calls, of queues, of agent availability



### Keeping track of your marketing campaign responses

Catalogue companies need to be sure their marketing campaigns are accurate and having a positive impact on business levels. Accessing vital reports and statistics as well as being able to track campaign responses in real time is important. Syntec reports enable numbers to be tagged and identified with specific campaigns. This allows managers to accurately track and compile results for analysis.

- Campaign number tagging for easy response tracking and performance comparison
- Analyse caller activity by brand, department and account
- Multiple variables: number called from, number routed to, time of call, duration etc
- Easy export of call data for manipulation or presentation in other formats

### A support partner who understands your industry

With a proven track record of support within the catalogue industry, we understand your issues and constraints – and the need to maintain optimum service levels.

- Syntec delivers responsive and dedicated customer service and round the clock support
- Our approach is personal – we understand the importance of reliable and knowledgeable account management for your business
- Our engineers have the expertise and skills to ensure optimised systems, swift issue resolution and maximum uptime for your business

### Services summary

#### Call control

An all encompassing management system for inbound calls

#### Call recording

Capture and store inbound and outbound calls on a minimum cost basis

#### Agent system

Live monitoring of home workers with maximum flexibility

#### Queue management

A flexible platform for the comprehensive control of call queues

#### Real-time reporting

Accurate and accessible management information and statistics

#### Easy integration

A holistic view across previously unconnected telecoms systems

#### In-call surveys

Capture customer feedback and respond quickly

Our friendly sales team are available now to discuss our catalogue company experience and support services. Give us a call on 0800 091 8003. We're always happy to help.

### About Syntec

Syntec UK Ltd is an independent provider of network and telecommunications services for businesses, government, service providers and resellers. Established in 1998, we operate our own switches and transmission equipment via a highly resilient high capacity network. Syntec supports clients across the UK, North America and Europe.