

Syntec Press Release
29th September 2014

Syntec's 'new look'

Syntec Telecom has shortened its name to **Syntec**, with the new corporate strapline 'integrated contact centre systems' supported by a new-look website and product line-up at www.syntec.co.uk
[\[to be launched at Contact Centre Expo on 1st/2nd October 2014 at Olympia, London\]](#)

Business Development Director Simon Beeching explains:

"Driven by customer demand, we have now evolved into one of the UK's leading providers of cloud contact centre management solutions. We are still experts in telecommunications - it's still at the heart of what we do, but by no means all now, as the shorter name and new company strapline indicate"

Syntec

Integrated contact centre systems

These integrated contact centre management solutions are all cloud-based - or in the case of telecommunications, network-level- collectively referred to as hosted services. This means they usually require no new equipment or capital outlay by the client, managed instead on Syntec's remote servers & switches as shared/multi-tenanted web-based services, with clients benefiting from continual upgrades and new features.

These services fall under four new Syntec sub-brands:



- Including flexible numbering; PSTN & VoIP call delivery; call queuing & management; call recording; IVR; line rental; SIP trunks; after-call surveys and web-based reporting.



- Working with existing phone systems to manage agents (including home and remote workers); calls, webchat & e-mail; with workforce management and a supervisor dashboard.



- With customers entering their sensitive card numbers using the keypad of their phone, the call centre environment and full-length call recordings become compliant with payment card industry PCI DSS regulations, using Syntec's proprietary level-1 compliant phone touchtone (DTMF) system (either in mid-conversation with the contact centre agent or using IVR-driven customer self-service autopay).



- Linking consumers' calls to their website visit, allowing Syntec clients to analyse how their customers found them; to attribute webmarketing costs to individual searches, calls and marketing campaigns; and let their agents see caller information and what the customer is looking at, using the ScreenView feature.

Managing Director Colin Westlake sums up:

“Syntec’s brand and product line-up is now re-positioned to take full advantage of the growing demand for organisations to replace legacy hardware-based contact centre systems with modern hosted services. Inherently quicker to deploy as well as flexible to implement and scale, these hosted services are all developed and maintained by Syntec as well as supported by our personal and consultative approach, to add value and improve service in our clients’ contact centres and outsourcers”.

- ENDS -

Syntec Background

From its origins as a hospital bedside telephone service provider in 1998, Syntec has been constantly developing a range of managed SaaS solutions (Software as a Service) at the request of a growing list of major contact centre clients in the UK and internationally and both business and public sector, to meet the demands for improved business efficiency and customer service.

Syntec is exhibiting at Customer Contact Expo 2014, 1st - 2nd October 2014, National Hall, Olympia London, stand D40 and will be presenting a seminar in the People & Technology Solutions Theatre on 1st October 12.30 – 12.50 *“The improvements you want in your contact centre – research update and cloud technology insights”*

www.syntec.co.uk

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