

Syntec Press Release, 17th September 2015



Syntec’s best ever year for contract wins for integrated cloud contact centre systems!

Syntec has enjoyed a record period of new business from new and existing customers in the UK and internationally since completing its rebranding from Syntec Telecom in 2014.

Colin Westlake, Syntec’s Managing Director commented “Our re-branding 12 months ago symbolised the migration of the business into a full suite of integrated telecoms and proprietary systems for contact centre management”. “Our combination of network-level and cloud solutions is proving to be a winning formula, with organisations both large and small making the move from ‘on-premise’ to more flexible, multi-tenanted hosted services”.

Syntec’s solutions fall under four product lines:

- AgentCall - ‘cloud contact centre management solutions’
- CardEasy – PCI compliant ‘keypad payment by phone’
- ResponseTrack – tracking & analytics ‘measures your marketing’
- Syntec Telecom - ‘network-level innovation’

New contracts in the last year have been with customers spanning a diverse range of sectors including e-commerce; financial services; travel; utilities; insurance; consumer goods and services; outsourcers; and even other telecoms providers.

Simon Beeching, Business Development Director, added “CardEasy has been our bestseller, as all merchants with contact centres now have to resolve PCI DSS compliance for card payments over the phone. As well as de-scoping mid-call and IVR voice transactions from the regulations by keeping sensitive card data out of the contact centre environment, we are now developing CardEasy into a multi-channel secure payments platform, to include webchat and e-mail and to integrate with the multi-channel capabilities of our AgentCall management software”.

One of the key drivers behind Syntec’s growth in the last year has been this level of integration of Syntec’s services required by customers. Miele for instance, early adopters of the CardEasy payment system, also wanted AgentCall and After-call Surveys to manage their customer service even better. Teletext and Truly Travel extended their use of Syntec’s ResponseTrack software for call tracking, to the ScreenView facility it offers alongside AgentCall. This allows agents to see information on callers, where they came and what they’ve been looking at, even allowing them to view the webpage the caller is looking at in order to service the enquiry and

convert the sale. Charles Tyrwhitt, the men's clothing retailer were similarly already using Syntec Telecom numbering and SIP- hosted contact centre management and have also recently added the CardEasy 'keypad payment by phone system' to their Syntec services.

A number of the company's new customers in the last year have also contracted multiple integrated services from Syntec from the outset, including organisations looking to deploy the services in their own contact centres, as well as outsourcers and other intermediaries using Syntec's systems to improve the service they provide to their own customers, including Capita.

Syntec will be exhibiting its full range of contact centre management systems at Contact Centre Expo at Olympia, London on 30th September/1st October 2015 and presenting a seminar: in the Technology Solutions Theatre on Oct. 1st, 11.40-12.00: *Integrating multi-channel cloud contact centre services; network-level telecoms; & secure payment technology.*

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Company background

Syntec Ltd is an independent, Ofcom-regulated UK network operator. Since 1998 Syntec has provided a full range of telecoms services to a wide range of clients in the UK and internationally.

Syntec has also now developed into one of the UK's leading managed service providers for Contact Centres, with a proprietary suite of multi-tenanted hosted services driven by client needs.

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