

Syntec Press Release, 10th February 2015

# Syntec

Integrated contact centre systems

## Syntec announces major travel sector wins

In the run-up to Travel Tech Europe 2015 at Olympia (25<sup>th</sup>/26<sup>th</sup> Feb. 2015), Syntec is pleased to announce that Truly Travel, Newmarket Holidays, Sun Holidays, Vertical Systems, Mitelecom and outsourcers CTS have all chosen to adopt Syntec's systems since last year's exhibition.

### Syntec's integrated contact centre solutions include:

**Syntec Telecom:** network-level innovation in telecommunication

**AgentCall:** cloud contact centre management services

**CardEasy:** secure 'keypad payment by phone' /PCI DSS compliance

**ResponseTrack:** to measure marketing & improve customer service

### Director Simon Beeching comments:

"We are delighted to be growing our client base in the travel sector with such major names, in some cases to service their own industry clients. We have a couple of well-known tour operators in the pipeline too.

Travel, catalogue retail, e-commerce and financial services are all major sectors for Syntec as they share a common need for cost-efficient and secure customer service across the multiple contact channels consumers now expect. Syntec's network-level and hosted services are cost-efficient, fast, flexible and scalable to fulfil that need".

**Teletext Holidays** is a long-standing Syntec client and case study

(<http://www.syntec.co.uk/case-studies/teletext/>) and has been able to significantly optimise its web marketing campaigns and spend by using Syntec's ResponseTrack system. ResponseTrack's web marketing analytics and ScreenView facility for sales agents has added significant marketing insight and financial efficiency to Teletext's business model, as well as unique customer service benefits to the growing partnership between **Teletext Holidays** and fulfilment partners **Truly Travel**.

### Industry stalwart Peter Healey comments on Vertical System's/Mitelecom's

**choice of Syntec:** "We are excited about our new partnership with Syntec. The CardEasy 'keypad payment by phone' system, integrated with our telephony and booking platforms, provides our customers with a simple and cost-effective solution to comply with PCI DSS regulations when taking card payments by phone"

**Head of Travel, News UK,** Victoria Sanders, says: "I'm delighted to be working with Syntec again on our new Sun Holidays website. They offer supportive and efficient

account management and have a range of integrated services and web reporting which are already familiar to many well-known travel brands”.

**Syntec is exhibiting at Travel Tech Europe 2015 at Olympia, 25<sup>th</sup> – 26<sup>th</sup> February  
Stand no. T112 (opposite ‘Disrupt’)**

**Syntec is presenting at two seminars on Weds. 25<sup>th</sup> Feb:**  
**13.30-14.30 Contact centre 2020**  
**16.00-17.00 Future of payments**

**- ENDS -**

## **Company background**

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

Syntec has 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.

[www.syntec.co.uk](http://www.syntec.co.uk)

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