

Synthesys™

Patented Predictive Dialling and Intelligent Calling Strategy Technology

The “must have” tool for any successful Debt Collection contact centre operation

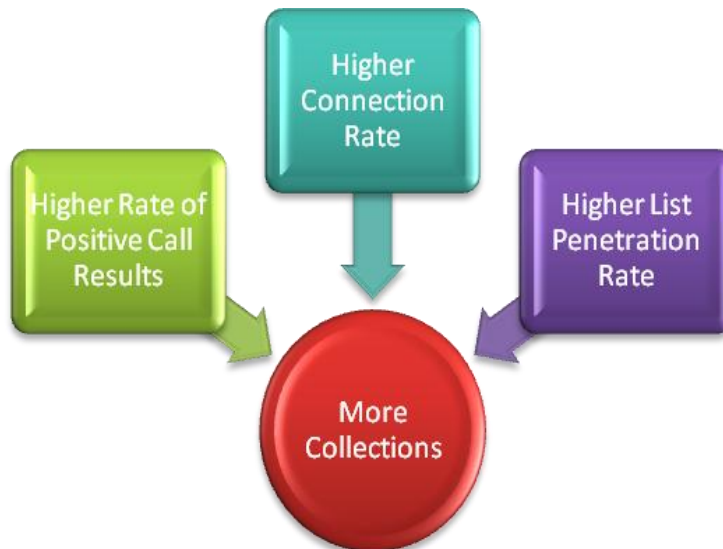
The credit crunch is upon us. The global banking system is in meltdown. Shares are in freefall. We live in difficult times. It is therefore imperative that businesses collect prompt payments from their customers as credit is likely to continue to be extremely tight. The only way to achieve this is by pursuing an active, intelligent and effective collections operation.

Whether you are running a small specialist business or a multinational corporation the principle is the same. Cashflow is now more important than ever therefore ensuring prompt payment of invoices is crucial to the health of the business.



How is this to be achieved? The answer is relatively simple. Be in regular contact with your customers and ensure that they pay their bills on time. The truth is that it is relatively easy to get hold of your good customers, the ones that normally pay on time. It is the ones that may experience difficulties paying that are clearly much more difficult to contact.

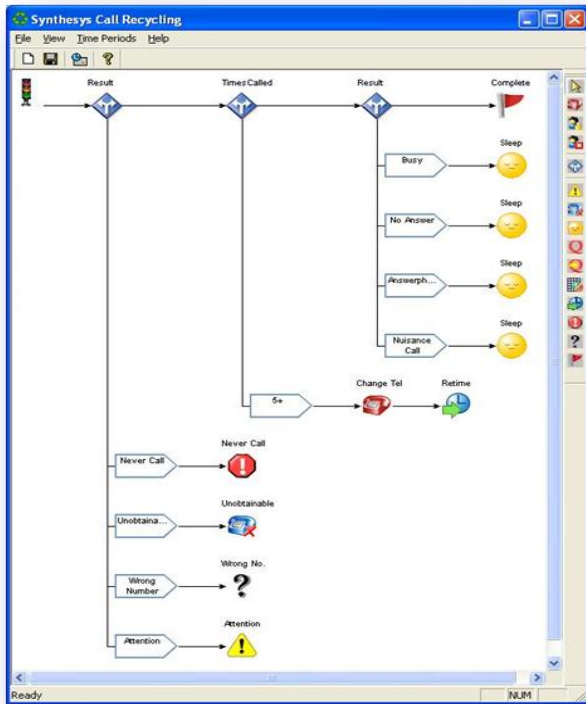
This is where the Noetica Synthesys™ technology comes in. Whether you are running an in house collections operation or you are an outsourcer collecting on behalf of your customers, our technology can dramatically improve your results.



How does it work?

1. **Dialling:** By providing a unique and patented Predictive Dialler that increases the number of connected calls per hour, therefore giving your agents a much better chance of being effective and successful in their work. Noetica's Predictive Dialling systems incorporate unique technology that allows it to remain highly effective even within the confines of smaller calling teams. This is a feature that is not available with other diallers.
2. **Calling Strategy:** By enabling you to define campaign specific and list specific Call Recycling Rules and Calling Strategies with ease and without technical skills. The Synthesys™ Visual Calling Strategy Definition tool is unique on the market and provides easy to use yet enormously powerful tools for targeting the right people at the right time and in the right way.

A clever and dynamic calling strategy is the key to high list penetration. It is all about being smart about the approach you take and experimenting with different strategies in real time. This is what Synthesys™ allows you to do easily and without the need to involve highly skilled IT resources.



You can therefore try out various calling schemes on the fly and without down time until you find the right approach for each list. For instance, you can attempt a certain telephone number during the morning and after a preset number of attempts switch to a different number in the evening or try the mobile number at the weekend.

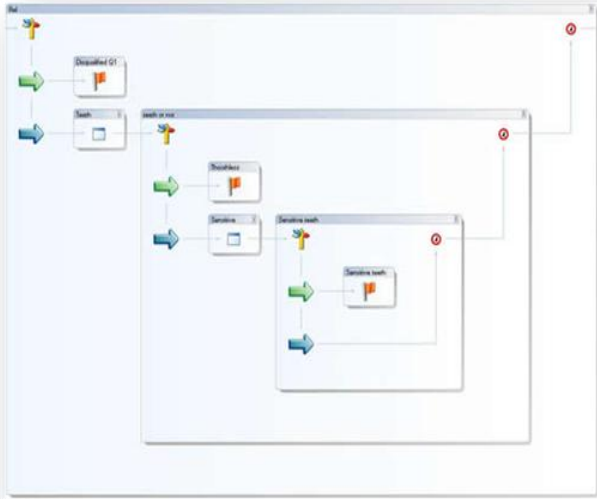
You only set the rules once and then all contacts within a list will be treated automatically in accordance to the same rules. The rules can be changed at will and with minimal fuss.

3. **Multimedia:** Contact is not limited to the telephone. Synthesys™ supports email, text messaging, fax and even post. You can combine all these methods of communication within a complete multimedia contact strategy which will improve your overall list penetration in a major way.

For instance, you can set up a strategy that tries to contact people on your list by telephone or mobile and after a number of attempts would automatically send a text message, followed by an email and then possibly back to the phones.

Synthesys™ also handles inbound calls in an integrated fashion and provides CRM functionality so that once someone called in and settles their account the system will automatically remove them from the calling list.

4. **Call Scripting:** Synthesys™ does not limit itself to getting you in touch with more people quicker, it also helps your agents to do a better job once they manage to talk to them. Synthesys™ provides the most advanced and easy to use call scripting interface on the market.



Relying on an original approach to visual script design, Synthesys™ allows non-technical users to create agent front end applications that assist the agent to follow best practices when talking to your customers. This allows you to learn from your best agents and then adopt their techniques as standard. No programming skills are required and scripts can be developed or modified

in minutes and deployed with no downtime whatsoever.

The net outcome is a better percentage of positive results. Combining this with higher list penetration and better contact rates results in dramatically improved overall results for the entire collections campaign.

Another positive effect of a flexible and powerful scripting tool is a drastic reduction in agent training time. This is a direct result of the fact that the knowledge and skills that make a good agent are now enshrined in the system. They do not have to be replicated for each agent and be dependent on their individual memories.

5. **Call Monitoring:** Effective call monitoring, by listening in to your agents' calls is essential in order to be able to improve the general standard of the entire operation. Synthesys provides advanced call monitoring so that supervisors and trainers can listen in to individual agents or random calls from specific lists, campaigns or teams.

6. **Live Supervision:** Synthesys™ provides a Live Monitor module that provides current information about the performance of the call centre, teams, campaigns or even individual agents. It presents useful statistics about the performance of the dialler as well as of the quality of the data in your lists and the effectiveness of your calling strategies.

This allows you keep your finger on the pulse of the call centre operation and be agile in your decision to change strategies and adapt quickly to changing circumstances at various stages of each campaign.

7. **Back Office Integration:** Our customers can continue to make use of their existing systems while taking advantage of the benefits that Synthesys™ provides. The system provides a wide range of tools and mechanisms for integrating to existing customer systems, ranging from older legacy systems to state of the art modern technology.



To summarise, Synthesys™ is a versatile, advanced call centre software suite that is particularly well suited to the collections market. Our team here at Noetica would be delighted to provide you with an online or face to face demo. We also have a team of dedicated professionals who can provide a range of services ranging from training to support and project management to bespoke development.