

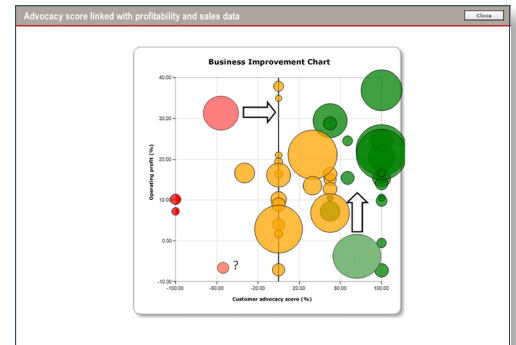
Creating value from customer feedback

SynGro technology satisfies all your organisational needs, helping you to effortlessly drive continuous business growth from your feedback solution.

Our platform is an easy-to-use, multi-channel, enterprise-wide feedback management system. Flexible modules and customisation options make it simple to integrate your solution, resulting in minimal IT impact and fast payback.

With SynGro technology your organisation can begin to share real-time feedback enterprise-wide with 'at-a-glance' dashboards and reporting tools. The ability to overlay feedback data with existing IT systems (including CRM, financial and sales data) means that feedback responses from customers provides a complete picture of your current customer satisfaction levels.

SynGro technology can be rapidly deployed and integrated into your organisation. By working with our professional services team we will ensure you gain the best-possible customer engagement from your feedback investment.



Easy to read graphs and reports track trends, identify customer buying patterns, and highlight opportunities or at risk customers. Our professional services team uses this information to help you plan resource allocation, and overlay it with existing data (CRM, financials etc.) to give the most accurate picture of your business.



Intelligent features to make life easier

All SynGro technology is modular, allowing you to select the components specific to your business needs. Our comprehensive approach allows you to easily gather, analyse and distribute intelligence from any source into one centralised location.

REAL TIME REPORTING

Our reporting suite allows you to easily identify potential problems in their infancy, opening up the opportunity for management to take immediate remedial action.

- User friendly interface.
- Dashboards provide quick overview.
See at a glance the key areas where your organisation is excelling and identify others which require attention with our intelligent dashboards.
- Segment data for deeper understanding
- Customise your outputs to suit your business
- Benchmark against your competitors
- Drill down for root cause analysis
- Output to Microsoft PowerPoint, Excel and Word.

MULTI-CHANNEL DATA GATHERING:

- Telephone (call centre)
- Web-based survey
- Browser pop-ups
- Mail
- PDA
- Face-to-face
- On-site kiosks

SEAMLESS INTEGRATION

Monitoring feedback in isolation doesn't give you the complete picture. Our technology integrates seamlessly with your business infrastructure, from financial and CRM systems through to websites, messaging systems and social media.

POWERFUL DRILL-DOWN CAPABILITIES

Understand your partner's key drivers and motivators instantly, benefit from powerful drill-down capabilities which easily identify the root cause of any feedback.

PERFORMANCE & SECURITY

At SynGro your data performance and security are paramount. We take our responsibility to you and your data very seriously. That's why features such as secure world-class hosting, regular systematic back-ups and even disaster recovery are all included as standard.



Our variety of reporting styles make complicated data look simple and easy to understand. Reports can be imported into other packages including Microsoft Word and PowerPoint at the click of a button.

MULTI-LINGUAL CAPABILITY

SynGro offers multi-lingual capability in the web based application, and supports multi-lingual communications, surveys and data capture. Translation capability can be offered as an optional extra.

SOFTWARE DEPLOYMENT:

SynGro technology can be delivered via the web (SaaS) or deployed on your own IT infrastructure.

BROWSER BASED ACCESS

Regardless of deployment, access is based via standard internet browsers (IE recommended), normally requiring no software installation on the client's systems.

COMPLAINTS MANAGEMENT

Capture and record customer complaints at the point of origin and use our advanced workflow and analysis tools to quickly resolve the matter. Dealing effectively with complaints is a major driver of customer loyalty and retention.

ALERTS AND ESCALATIONS:

INCIDENT AND CASE MANAGEMENT

Low loyalty scores or complaints trigger incident alerts that encourage employees to be proactive. Management can see outstanding issues in real-time to ensure appropriate remedial action is taken.

Trend reports alert you to larger issues. This is the time to bring in our Case Management tools. They help multi-disciplined teams fix large-scale problems, by identifying, managing and measuring objectives and benefits, assigning actions, feeding back progress, timescales and status to management automatically. This allows the team to get on with the job. The software helps to manage communications between stakeholders and customers and follow up surveys, to ensure customers are happy. This final feedback is important to prevent customer defection and the adverse effect that has on profits.

Profit from Feedback NOW!

SynGro combines powerful technology and comprehensive professional services, producing action-based business improvements using real-time feedback.



SynGro
Profit from Feedback

Start to profit from your customer feedback by contacting SynGro today.

For more information or a free demo on how we can help you boost business through enhancing customer experience...

visit www.syngro.com or call +44(0) 1506 592 224