

# Professional Services Datasheet



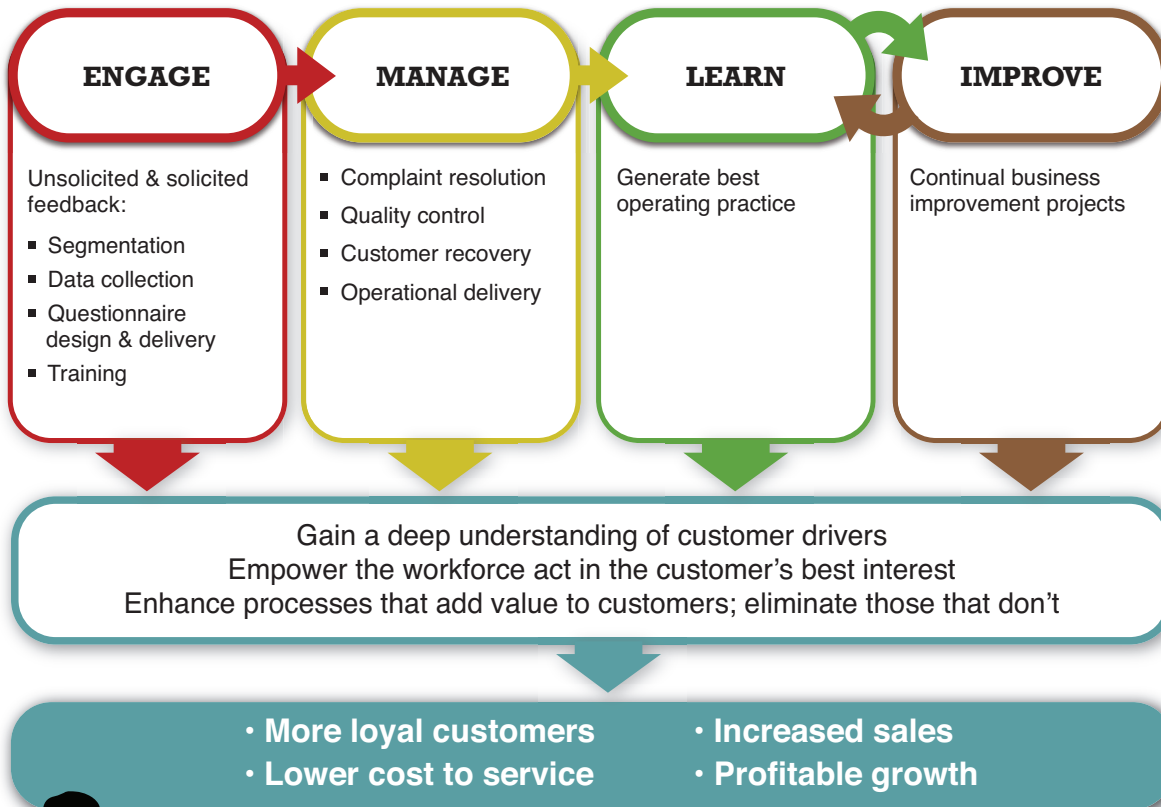
## Creating value from feedback

Many companies claim to help you enhance customer retention and become more competitive, but few actually deliver. The SynGro Professional Services team is committed to helping you succeed. Our objective is to create long-term value from your customer feedback. As leaders in the Enterprise Feedback Management sector, we work with large organisations in their quest to become more customer-centric. Implementing the right feedback solution is often the first step to increasing customer retention levels and achieving employee loyalty.



## The SynGro Promise – 4 steps to customer loyalty

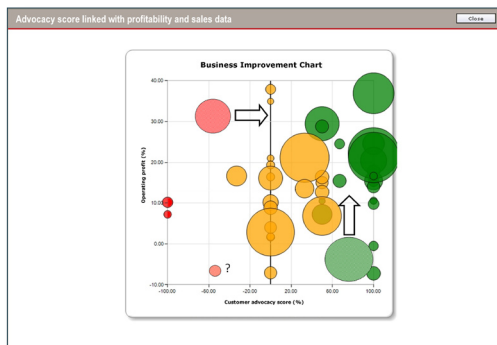
Often, collecting the data is the easiest part. Analysing and acting upon it can be much more challenging when time and budgets are tight. Our professional services team works with you to consolidate feedback with other data such as financials, giving your company information more meaning and putting customer feedback into context. Where we add real value is in analysing that data against your main business objectives and criteria to track trends and produce actionable reports, so you can clearly see the path to improvement. We identify essential processes, which need to be put in place to make the difference.



## Techniques to build a clearer picture

Whether it's improving loyalty, increased cross-selling or more referrals, we will help you to develop the right solution, using a range of techniques such as:

- Touch point mapping
- Market mapping
- Process design
- Process re-engineering
- Customer journey mapping
- Experience management & measurement
- System integration
- Customer service modelling
- Customer service activation
- Complaints Management best practice
- Incident Management best practice
- Training across all aspects of delivery



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.

## Your contract with SynGro – benefits case management

Our professional services team will work with you to:

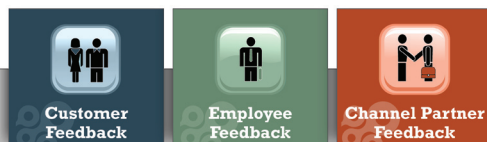
- identify the financial value of your programme based on your objectives and strategic options
- develop and implement a programme that delivers
- track, report and benchmark progress over time

Processes will be in place from the start of the programme to ensure that the above will be carried out on a continual basis.



## Profit from Feedback NOW!

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



Supported by  
SynGro Professional Services

Built on the  
SynGro (SEAMS) Technology Platform



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.synagro.com](http://www.synagro.com) or call +44(0) 1506 592 224