

Synet Global Solutions

Synet moves to Aspect® Zipwire® and Aspect's WFO suite to optimise agents and deliver omni-channel customer service.



The Organisation

Established in 1989, Synet Global Solutions provides the payment card industry with cyber security and compliance solutions that help businesses to improve security and reduce risk. Working with global acquiring organisations, it ensures Payment Card Industry Data Security Standard (PCI DSS) compliance and intelligent security solutions for customers.

With a 240 agent-strong contact centre handling a range of services, including customer care, telesales and technical support on behalf of its clients, Synet requires robust and fail-safe customer contact solutions to drive its business agenda. The firm turned to Aspect Software to facilitate this.

The Challenges

Synet has grown considerably over the past few years, driven by market demand for its cyber security, compliance and contact services. As the company's business grew and the number of global financial organisations to which it provided contact services continued to increase, it decided to partner with a best-in-class contact centre technology provider.

Gerald McGauley, Head of Contact Centre at Synet, explained: "While our pre-Aspect solution was well-suited to our then business and the call volumes received, availing of Aspect's solution placed us in an excellent position to increase our customer base and to handle the associated increase in call volumes. Additionally, with Aspect we were able to bring a strong omni-channel solution on board to provide exceptional experiences for our growing customer base as facilitated by easy channel integration. We needed a simple solution to enable our customers seamless passage between channels without losing the context of an interaction, or a customer's journey with us."



Gerald added: "Finally, we needed to be able to scale to meet spikes in demand. A large client base means that we frequently receive high volumes of inbound requests that Aspect helps us scale to and handle.

The Solution

Following a tendering process comprising of Aspect Software and two competing suppliers, Sysnet selected Aspect® Zipwire®, combined with Aspect® Workforce Optimization™ (WFO) to boost agent productivity. Aspect Zipwire is a complete contact centre platform, designed to be flexible, with on-demand scalability, secure and easy to deploy.

"Aspect was the clear choice," Gerald continued. "Its prominence in the industry earned our trust right away and its support staff have been truly fantastic. While Aspect's technology is best-of-breed, its great service has added an extra layer of value to our customer service."

Aspect's platform seamlessly supports omni-channel operations across voice, web chat, email and SMS with straightforward migration between them without losing a customer journey's context. Additionally, Sysnet uses Aspect's WFO technology to improve agent forecasting, scheduling and real-time tracking of all inbound, outbound, blended and back office staffing resources. All of this information can be accessed from a single, easily customisable portal to aid management teams in maximising their team members' performances.

The Benefits

Since transitioning to Aspect, Sysnet has been able to pursue its growth ambitions to their full potential: "Over the past year, the service we provide to our customers and the way our agents work have both been significantly enhanced," Gerald explained.

He said: "Our concerns around omni-channel and scalability have also been assuaged by Aspect Zipwire; our agents have no trouble transitioning between channels when customers require them to. Also we're now able to ramp up support on demand when needed by as much as 15 per cent without assistance from Aspect.

"Perhaps the biggest improvement we've seen has been to the productivity of our agents. They took to Aspect Zipwire really quickly, appreciating its ease-of-use and intelligent notifications. Additionally, with the aid of Aspect's WFO capabilities, our management team have better oversight of agent performance, including real-time service metrics, and can better direct activity to improve agent efficiency," explained Gerald.

He concluded: "We've been very pleased with the service and outcomes of our work with Aspect. We effectively bring Aspect's technology into our new business pitches since it's so well recognised as the latest-and-greatest in contact centre technology. We couldn't be happier with our work with Aspect so far and look forward to seeing what they bring to the table in the future."

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About Aspect

Aspect is on a mission to simplify and improve customer engagement. Our enterprise software is used by millions of agents every year and supports billions of consumer interactions around the world. Our best-of-breed contact centre and workforce optimisation applications help companies keep agents engaged while providing exceptional customer service experiences. Our flexible, highly scalable solutions for self-service and live interaction management and workforce optimisation are available on-premises or in any hosted, private or public cloud environment. For more information, visit www.aspect.com/uk. Follow Aspect on Twitter at [@Aspect_Europe](https://twitter.com/Aspect_Europe). Read our blogs at <http://blogs.aspect.com/uk>.

