



14 May 2013

New Product Launch

CloudCall Sync Enables Enterprise wide Capture and Allocation of All Customer Calls into CRM Systems

Solution tracks and associates all calls from any phone number to the correct CRM record, giving a complete picture of transactions: enhances service and compliance

XX May 2013 - SYNETY, has introduced a new solution which automatically collates call records and recordings made or received on landlines or mobiles by any member of staff, irrespective of their global location, and synchronises them automatically into the relevant customer contact record in CRM. CloudCall sync differs from Synety's other CloudCall products in that it organises call records from entire organisation rather than an individual user.

When linked with Synety's CloudCall Enterprise platform, CloudCall sync stores the agent (member of staff) name, the device used made or received the call (i.e. desk phone / mobile etc), the call category (i.e. dealing order / statement request / complaint), call time and length, together with any notes made by the agent in CRM under the customer's contact record. As with all CloudCall products, call recordings can be replayed directly from a customer contact record in CRM.

This enables companies to track and analyse their customer's activities across multiple divisions, departments and locations and should prove particularly valuable in complaint and dispute resolution - especially for organisations running multiple call centres.

Through the use of automated workflow's, any call made to, or received from an unrecognised number can be presented back to the relevant agent or their supervisor with a request to allocate the call log to a contact in CRM. As CloudCall records all calls, the

agent can simply click to replay the recording if they cannot remember who they had spoken to.

Through CloudCall Sync financial institutions and other bodies that are required to maintain accurate call logs and recordings can finally ensure compliance and close the loophole caused by 'lost calls' or calls made to mobiles that they have suffered from for so long. It also helps to enforce data integrity within a company's CRM system.

CloudCall Sync has already been launched on Microsoft Dynamics CRM and will be rolled out across all our integrated CRM platforms and be available via our API for any bespoke CRM platforms in the next few weeks.

Simon Cleaver, Executive Chairman of SYNETY said: "This is a huge step forward both in terms of compliance and customer tracking. There will not be any regulated organisation that has to keep accurate call records which doesn't suffer from 'lost' or 'orphaned' calls. CloudCall Sync solves this problem .

With this addition to the CloudCall product set, Synety has a unique and very appealing product to target larger organisations across a breadth of industries including, banking, financial and healthcare."

For more information about SYNETY's complete CloudCall range visit www.synety.com

Press contact: Context synety@contextpr.co.uk / 01625 511966

About SYNETY

SYNETY is a software as a service (SaaS) company, developing, delivering and supporting advanced business telecoms capabilities. SYNETY's pay-as-you-use pricing model cuts costs and enables companies to react quickly to changing demands, without the need for dedicated servers or networks, and with no need for in-house telecoms expertise. The company is part of SYNETY Group plc (SNTY: LSE), formerly Zenergy Power plc, and is based in Leicester, UK. www.synety.com