



## Achieving next-level performance

How Synergy achieved full visibility and boosted outbound performance

## Who is Synergy?

Synergy is an established 1,500 seat contact centre based in South Africa, dedicated to solving the challenges of culture-fit, affordability and performance for a global market. We spoke to Mahomed Subhan, Operations Director at Synergy to hear more about the the journey his business has taken with ConnexAI.



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**Mahomed Subhan**

Operations Director at Synergy



## What Synergy says about us

### What were your reasons for looking for a solution provider such as ConnexAI?

I think initially when I came into Synergy, we were kind of very one dimensional in terms of all the work we did was outbound. ConnexAI was an amazing platform at that time and allowed us to complete our functionality.

### How did ConnexAI platform transform your business?

ConnexAI offers us a system where we will dial a customer upon an outbound channel, if we are not able to make any contact, it will automatically send them an SMS saying we "have tried to contact you, please note one of our advisors will be in contact soon". We also have another function where we will bulk SMS everyone who is in our data pot and say please expect a call from us within the next 24-48 hours and we will call them up. This improves our overall contact value on those data sets.

### How has the Omni feature helped you?

I think Omnichannel is important, if anybody thinks it not going to be a channel of choice in the future is sadly mistaken. The perfect example is the Covid pandemic. Synergy definitely needed an Omnichannel to be able to deal with the demand that was coming through, but I think the features ConnexAI were able to integrate into the background we were able to offer to our clients from an Omnichannel point of view and were able to land some additional marketing from that.

### How has ConnexAI shaped your customer interactions?

What is happening now is that customers want to be contacted at every single level, and when you can have everything in one go - especially when the reporting links up altogether - this is really important. Linking up with the Omni makes it even better as well because we know it's the way forward.

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## How has ConnexAI helped improve your agent's productivity?

I think it's extremely important to be able to understand what your advisors are doing when they do it, how they do it, and, the time it's taking to do it. Being able to project that on a wall, we can all see what our productivity looks like. Particularly for inbound processes, it's extremely important to know your advisors are always productive so we don't have long call queues. Through the visual wallboards we have with ConnexAI we can see how many customers are waiting and what are the longest wait times. It allows us to increase our productivity and the level of reporting we've got right down to agent level. So rather than just looking at the high-level contact centre, we can see which agents are driving the poor performance or good performance, and we can reward and recognise better that way.

## What was the success factor of working with ConnexAI?

It's all about relationships and relationship building, and we have a good sound relationship with ConnexAI and we depend on the team. ConnexAI has given us that edge that we can go out there and meet clients expectations. The one thing that really works well for Synergy and ConnexAI is the team's ability to be proactive and respond to the queries that we get. We require really quick responses and the proactiveness of ConnexAI, means that they are always coming forward saying we have these new features available, we think it's really going to do great for your business. It's not just a sales pitch it's genuinely a service that is going to work for us. We have already had four years of partnership together so the steps we have taken thus far only leaves us with confidence going forward.

## What are the benefits of having a cloud-based solution for your business?

Having everything moved to the cloud is the way forward and it does future proof us as a business, particular contact centres. The amount of information that we need to have stored, we can't have it in different places. Security-wise the best place to store data is in the cloud, so we can be sure our customers are protected, our supplier are protected and so is our business.

## What is the best feature for you at ConnexAI?

I think for me the best thing about ConnexAI is definitely the Omni approach. For what Synergy plans to do in the future, Omni communication is the way forward, and I think ConnexAI has amazing Omni functionality, so for me, that's the best thing.



To learn more about how ConnexAI  
is helping businesses to  
overhaul their customer journeys

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