



## *Synergy's HomeZone Work at Home Program Provides Scalable, Secure and Sustainable Solutions*

The world of Contact Centers is rapidly changing. Impacted by new communication channels, economic pressures, emerging technologies and fierce competition, perhaps now more than ever, Contact Center providers must consider new options to deliver customer delight while driving cost savings. A work at home model presents a compelling business case for companies who wish to increase revenues through improved customer loyalty while cutting costs with a tenured workforce in a sustainable business model.

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***“It is not a question of if - it is a question of when...”***

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In a troubled economy, companies need to reduce capital expenditures in a way that does not reduce their investment in the quality of service in their Contact Centers. Synergy's HomeZone model has shown proven benefits for accessing capacity, rapid deployment of staff (particularly specialized skill sets), improved flexibility and coverage hours, increased performance and enhanced efficiency.

The ultimate “virtuous circle” of deploying and managing an at home solution is simple: improved agent satisfaction leads to decreased attrition; as attrition decreases, quality increases; improved quality leads to higher customer satisfaction which results in improved customer loyalty, increased revenues and improved agent satisfaction.



Factor in the benefits and savings of “green” practices, recruitment capacity, scheduling flexibility and disaster contingency capabilities, and work at home becomes an inevitability for smart business, and Contact Centers are no exception. “It is not a question of if - it is a question of when,” said Mark McGrath, Synergy's CEO.

Synergy's HomeZone merges the most cutting edge technologies with proven best practices and innovative processes to create a solution that is Scalable, Secure and Sustainable.

Synergy's HomeZone success model is built on the same culture of Synovation and industry expertise that has differentiated Synergy's traditional “brick and mortar” centers for years.

The technological platform, based on Synergy's proprietary system, SPOT (the Synovative Power of Technology) is delivered to at home agents through a private cloud technology powered by VM Ware. This platform includes a private/secure IM/chat application to support continuous interaction with the team and Supervisor.

### **Synergy's HomeZone Solution is Scalable:**

- Each server supports 60+ PCs - Single image for all similar PCs
- PCs can be added to network in a matter of minutes
- Clustering is utilized to support high-availability
- Scripts run from PC images in centralized data center, not on home computers
- HomeZone agents deploy software using a secure URL
- All software loads automatically to HomeZone PC in less than five minutes

Elevating the Service Experience

# WORK AT HOME SOLUTION

## Synergy's HomeZone is Just as Secure as a Brick and Mortar Call Center:

- VMware View client takes over HomeZone PC
- Data remains in the data center at all times
- User cannot alt-tab back to desktop until they log out
- Internet settings are controlled by the Synergy profile
  - Only client-approved sites allowed
  - Non-approved Internet applications are blocked
- Agent does not have ability to install software or other Internet applications such as Yahoo Messenger, Email, File sharing, etc. (All necessary software is included in automated load process)
- Copy and paste buffer remain on the virtual computer; upon logout, buffer is cleared
- No printer access, home Internet access, or home file sharing is possible
- Applications running on home PC are not accessible from the virtual computer and visa versa
- HIPAA and PCI Compliant

## About Synergy Solutions

Synergy Solutions, Inc., headquartered in Phoenix, AZ, specializes in providing innovative customer contact solutions to Fortune 500 companies in a variety of industries, including healthcare, insurance, financial services, telecommunication and publishing. Synergy is committed to providing our clients with solutions that solidify and expand customer relationships and elevate the service experience. Through the use of intelligent people and emerging technology, Synergy Solutions is able to delight customers and offer true multi-dimensional customer contact solutions.

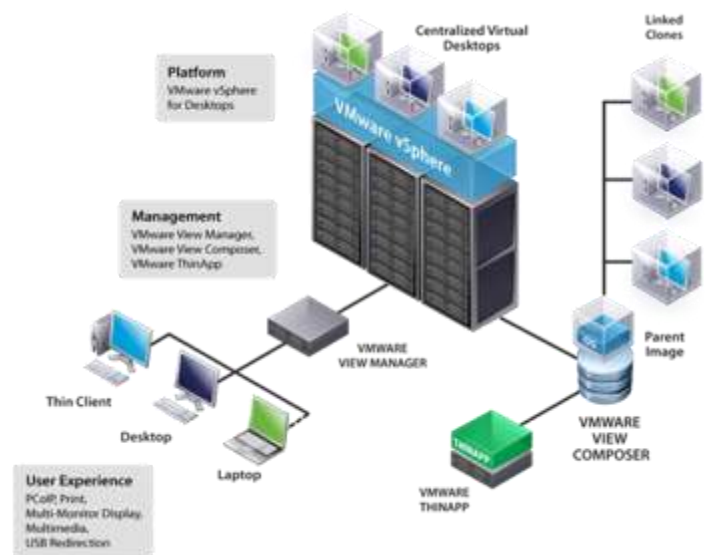
Synergy Solutions has facilities in Scottsdale, AZ; Johnson City, NY; Fort Kent, ME; Pensacola, FL; Bemidji, MN; Milbank, SD; and Dallas, TX and a multi-state work at home program, Synergy HomeZone.

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## Synergy's HomeZone Solution is Sustainable:

- Enables rapid deployment of HomeZone agents from any/all areas of the US
- Onboarding process provides high quality specialized agents (e.g. licensed insurance agents, RNs, technical experts)
- Competitive with offshore and nearshore pricing models
- Saves electricity, gas and other resources
- Reduces overhead costs for HomeZone agent
- Provides complete disaster contingency protection



Contact us to find out more about how Synergy leveraged HomeZone to:

- ✓ Increase performance by 6,000 hours for a single campaign in one month
- ✓ Improve break time adherence by over 10%
- ✓ Retain top performers amidst fierce competition
- ✓ Improve customer loyalty and service quality