



SynerTel

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SynerTel is a 18 year strong Bay Area firm with a national service & installation footprint. We provide both traditional and IP-centric telephone, voicemail, video, & fax systems. Our “total picture” approach to studying your organization & recommending an optimal solution leads to the lowest possible total cost of system ownership. We offer cradle-to-grave lifecycle support from system design, implementation, and training through help desk, onsite service, 24 x 7 emergency coverage, and in many cases free software upgrades for the life of the system.

SynerTel also designs and installs network security infrastructure, backup power systems, and building and campus-wide cabling. Contact us for a free assessment of your needs and resources! SynerTel clients include:

| | | |
|-----------------------------|------------------------|-----------------------|
| Planned Parenthood | AMTRAK | Town of Hillsborough |
| BART / AC Transit | City of Novato | Cole Hardware |
| Husic Capital Management | Medtronic | Enterprise Car Rental |
| Wolfe Doyle Advertising | Crittenden Research | Concentra Medical |
| SF University High School | Barnes & Noble | Marin IPA |
| Haight Ashbury Free Clinics | Capital Indemnity Corp | PetCo |
| Durham School Services | Avis Rent a Car | Cooks Collision |
| Barton Beers | Landmark Theatres | China Trust Bank |

EAST BAY PARATRANSIT

East Bay Paratransit (a joint service of BART and AC Transit) is responsible for providing ADA-mandated public transportation for those unable to utilize normal busses and trains. A central call center handles reservations, dispatch, same-day requests, customer service, and the certification process for becoming an EBPT rider - 7 days a week, 18 hours a day. The call center handles and places upwards of 4000 calls daily. EBPT required a system which could handle skills-based call routing, record every inbound call for quality assurance, and document call wait & answer times to provide assurance that mandated response times were met. And - it had to work in 3 languages!

A call center manager spent more than half of every week handling agent scheduling manually -and managing agent schedule exceptions while trying to control overtime costs was very challenging. And agents could easily defeat the existing call recording system - making complaint resolution a time-consuming and difficult process.

After a 9 month consultation and evaluation process, Synertel was selected to provide the solution. A Toshiba CIX system, coupled with Strata ACD and TASKE reporting now serves as the foundation of the call center. Agents can now see the name and telephone number of their calls - helping them find client records quickly. TRACER Call Recording logs every call - and makes call recordings searchable by time, date, agent(s) involved, and originating phone number - a huge improvement over the former tape-based recorders. Finally, MONET workforce management was integrated with the call center. Monet handles scheduling based on agent availability, generating least-cost weekly schedules -- and even tracks when agents are "missing in action" at times they are supposed to be logged in for client calls. EBPT estimates a 6% call center payroll savings will be realized with the improved scheduling and agent performance tracking.

PLANNED PARENTHOOD CROSSES THE ROAD

The Shasta/Diablo regional headquarters of Planned Parenthood was outgrowing its central administration, education, & clinic building in Concord. Donation of a historic mansion across the street provided an opportunity to expand PP's campus. However, integrating voice and data for the mansion with headquarters was crucial. PPSD learned that running a cable under the public street would take a minimum of 6 months and \$75K. Synertel suggested that teaming a Toshiba CTX IP-enabled phone system with PCOM secure wireless technology and PPSD's existing voice messaging system could solve the problem faster, and more affordably. For 2/3 of the budget of just the avoided underground construction, Synertel implemented a new Toshiba switch spanning both buildings – and provided a 7 year warranty! Synertel worked with PPSD to install the wireless equipment within the guidelines of historic structure preservation – and 14 employees migrated to the new education center on time, and within budget!

CITY SCOOTS, SYNERTEL IN CAHOOTS!

The City of Novato faced an urgent challenge – relocate 100 City Hall employees out of a failing set of historic buildings to new quarters in less than 6 weeks – with the December holidays included. Novato selected Synertel from many Bay Area vendors that were interviewed, and tasked us with designing, project managing, and implementing on very short order a new telecommunications environment.

With only 4 weeks from contract date to move-in, and a wealth of last minute user requests, the schedule was tight – but the project was done on time. New City Hall offices had dial tone and working phones the week prior to move-in.

The next phase of the Novato improvement project will be a Voice Over IP deployment to handle distributed facilities at the Corporation Yard, Rec Center, and Senior Center – with an estimated operating cost savings of \$11K annually.

CONRAD SHADES INTEGRATES SITES WITH SYNERTEL

Conrad Shades, a premier manufacturer of high end window treatments, selected Synertel to design and implement a complete rework of their corporate voice and data infrastructure. Conrad had 50 people at headquarters, 60 people at a remote production facility, 2 separate phone systems, and a sluggish wide area network – plus the need to relocate HQ. Through extensive analysis with Synertel over several months, Conrad realized the right answer was to create an integrated, IP-linked voice environment tying all 110 employees together into a single unified system – and allowing voice paging in the production facility from HQ. Conrad also wanted assistance beefing up network security, as well as improving network responsiveness between buildings. Synertel designed a solution encompassing a cost-effective upgrade to Conrad's existing Toshiba telephone system, and routing and network protection improvements from Sonicwall and Adtran to create a robust unified environment ... while eliminating extra monthly costs for circuits and putting HQ and Production in closer touch.

ELLIS PARTNERS RESCUED OVERNIGHT

Ellis Partners LLP, a major developer of high end office buildings and shopping centers across the US, called Synertel late Thursday before Labor Day. Their voicemail had totally died, EP executives were traveling and urgently needed messaging support. EP wasn't pleased with the original provider's service response and costs. In less than 3 hours, Synertel had a comprehensive disaster recovery plan compiled, arranged an audition so EP could hear the 'voice of voicemail', and had an emergency replacement system allocated. By 11AM the next day, EP was up and running on a new voicemail. Shawn Cristman, Project Manager, said *"As a former Nordstrom's employee, I know and recognize superior customer service! Thank you for your speedy, competent, and professional response!"*

KEHILLA SYNAGOGUE IMPROVES SERVICE AND SAVES \$

One of the first things Managing Director Sandy Brecht noticed when she took over guiding KCS was that phone communication with the temple was nearly impossible. Kehilla was spending over \$800/month for phone service, and a mish mash of private lines and outside voicemail led to most callers leaving messages instead of reaching a person. Synertel designed a better approach – spending less than half of the \$800/month on outside service, putting a small, scalable phone system into the temple, and financing it with some of the savings on the operating costs. Results? Everyone at Kehilla can be reached – even if they are already on a call, pressing 0 gets a human, and the monthly costs are greatly reduced. The system proved itself less than 2 weeks after installation. Dry rot was discovered in the sanctuary building, and 16 life cycle events needed to be rescheduled to different locations – fast! Kehilla’s new phone system facilitated the flood of extra calls and messages – and every family was accommodated.

For a complimentary consultation please call

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