

Aculab and SYNETY: SYNETY utilises Aculab's software stack for its CloudCall solution



Partner:	SYNETY
Solution:	Cloud-based CRM integration
Industry:	Various
Requirement:	Inbound and outbound calling

The challenge

CloudCall by SYNETY is a sophisticated cloud-based solution that integrates organisations' telephony seamlessly into their CRM, allowing organisations to make calls directly from where their data is stored.

With voice still dominating many businesses' communications, the capability to make, take and interact with calls is a top priority for SYNETY and as such, its requirements when developing CloudCall were:

- IVR and self-service functionality
- Outbound dialler functions
- PCI compliance and call recording
- Whisper mode conferencing
- Reliable telephony software
- Support for virtual platform instances

The solution

SYNETY utilised Aculab's telephony software stack to enhance its CloudCall solution, which is compatible with many tier-1 CRM vendors, offering sophisticated telephony functionality directly from the CRM.

Aculab's software provides essential productivity features, enabling SYNETY to present many critical capabilities, such as ACD, click-to-call, Queue Callback, outbound dialling, voicemail drop, monitor, whisper, barge, and call logging and recording.

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What SYNETY told us

"Simple and straightforward, click-to-call integration of inbound and outbound voice with an array of CRM providers, including Salesforce, was the driving force behind the conception and development of CloudCall.

We are delighted with the fruits of our success in working with Aculab, whose telephony software and APIs were critical to realisation of our vision, and to the business growth we've experienced with CloudCall.

Our clients have highlighted many productivity, ease of use, efficiency, and cost savings benefits gained through using our platform. Our partnership with Aculab has undoubtedly contributed to the realisation of those benefits."

Jason Kendall
CTO
SYNETY

For more information

To learn more about Aculab Cloud and Aculab's extensive telephony solutions visit:

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The Outcome

Many organisations that have signed up to CloudCall by SYNETY rely solely on the phone for their customer communications and since signing up many of SYNETY's customers have reported improved call quality as well as a higher volume of outbound calls.

Aculab's APIs are integral to the core functionality of CloudCall and through this SYNETY is able to provide a state of the art solution, which enables organisations to generate sales growth and offer enhanced customer experiences through their customer service teams.

For inbound call interactions, Aculab's software stack enables CloudCall to offer robust functionality such as call recording, and supervisor tools including monitor, whisper and barge, allowing team leaders to provide on-call training and advice when needed.

About SYNETY

SYNETY is a market leader in integrated communications, where its computer telephony integration software, CloudCall, has changed the landscape of business communications.

SYNETY develops and provides a suite of communication software and services that is aimed at helping small, medium and large organisations, and their employees, become far more efficient by making their communications faster, hassle-free and generally more rewarding, without further costs and upheaval to their existing systems and infrastructure.

About Aculab

Aculab is an innovative company that offers deployment proven technology for any telecoms related application. Its enabling technology serves the evolving needs of automated and interactive systems, whether on-premise, data centre hosted, or cloud-based.

Over 1000 customers in more than 80 countries worldwide, including developers, integrators, and solutions and service providers, have adopted Aculab's technology for a wide variety of business critical services and solutions.

Aculab offers development APIs for voice, data, fax and SMS, on hardware, software and cloud-based platforms, giving a choice between capital investment and cost-effective, 'pay as you go' alternatives.