

# Reimagining Customer Experience with Synoptek's AI-Powered Contact Center

## Transform Customer Engagement with a Unified, Intelligent Platform

Synoptek's Dynamics 365 Contact Center solution helps organizations modernize customer service by unifying voice, chat, email, and digital channels into one AI-enabled platform. Built on Microsoft Dynamics 365 and Azure AI, it empowers agents, improves visibility, and enhances customer satisfaction through intelligent automation, real-time insights, and seamless collaboration across teams.

### Key Capabilities

- *Omnichannel Engagement:* Manage voice, chat, SMS, email, and social channels from a single interface.
- *AI-Powered Self-Service:* Virtual agents and conversational IVRs resolve routine requests quickly and accurately.
- *Unified Routing:* Automatically direct inquiries to the best-suited agent based on skills, intent, and sentiment.
- *Agent Productivity Tools:* AI-driven suggestions, knowledge base integration, and Copilot assistance improve response quality.
- *Analytics & Insights:* Real-time dashboards and sentiment analysis enable faster, data-driven decisions.
- *Seamless Collaboration:* Integrates natively with Microsoft Teams for instant expert consultation and case hand-offs.
- *Global Reach:* Built-in transcription, translation, and multilingual capabilities to support global operations.

### Customer Benefits

A modern contact center goes beyond resolving issues — it builds loyalty and drives growth. Synoptek's solution enables:

- *Greater Efficiency:* Up to 37 % higher agent productivity and 15 % software cost savings through unified platforms.
- *Faster Resolution:* AI triaging and automation reduce Average Handle Time (AHT) by 3x and improve first-call resolution.
- *Higher Satisfaction:* 80 % decrease in customer complaints through proactive engagement and faster responses.
- *Improved Quality:* Sentiment analytics and automated QA ensure compliance and consistent service excellence.

### **Built on Microsoft Innovation**

- Cloud-native architecture with Azure Data Fabric foundation.
- Integrated with Power Platform for workflow automation and reporting.
- Copilot-ready to deliver next-best actions and predictive insights.
- Secure by design with enterprise-grade compliance and data privacy.

### **Why Synoptek**

With 25 years of experience delivering enterprise-grade CX and IT services, Synoptek brings the expertise, accelerators, and proven frameworks to help you modernize at speed.

As a Microsoft Cloud Solution Partner, we combine CRM, AI, and telephony integration into a scalable, future-ready Contact Center that turns every customer interaction into an opportunity for insight and impact.