

# ConnectFirst

Hosted Enhanced Communications

Synergixx LLC is a Sewell, New Jersey-based direct response company offering multiple marketing strategies to enable clients to create powerful and unique campaigns. Offering a turnkey solution, Synergixx also works with an extensive partner ecosystem to expand product distribution for the customer base, enabling new and steady income streams from a number of different channels.

Within the inbound call center, roughly 70 agents handle 15,000-20,000 calls per week, conducting consultative sales calls and emphasizing the soft sale for client products offered. Synergixx achieves success through an innovative strategy that relies on creative synergy. The company's goal is to become the ultimate resource for clients by providing the highest level of combined advertising expertise.

## CHALLENGE

Synergixx was facing growth opportunities in a dynamic market, but was struggling with an in-house ACD switching system that President Scott Swanson refers to simply as "antiquated." At the same time, the vendor supporting the aging system had been absorbed by another company as a result of an acquisition and decided they would no longer support the ACD. Synergixx had no choice but to search for another solution.

## OPPORTUNITY

With limited time and a clear understanding of the challenges with the current system, Swanson and his team set out to find a new partner. In conducting their due diligence, they examined a full range of options, including both on-premise and cloud-based call center switching platforms.

Key parameters to consider from each vendor included cost and features. After examining a multitude of different disciplines, Synergixx was most impressed with Connect First. The company appeared to offer the most robust solution, one that could do everything Synergixx needed at the time, while also offering the technology necessary to scale according to their growing needs.



***“Too many vendors are selling all the sizzle and none of the steak. With Connect First, we got exactly what we were sold and we’re very pleased with the results. Working with Connect First has been nothing short of a pleasure.”***

***~ Scott Swanson, Synergixx President***



## RESULTS

- > [Increased Efficiency](#)
- > [Lean IT Team](#)
- > [Reduced Man-Hours](#)
- > [Disciplined Approach](#)

### SOLUTION

Synergixx selected the Connect First Cloud Routing solution to meet their immediate needs. Cloud Routing is an affordable, easy-to-use and flexible solution that allows Synergixx to effectively manage their call traffic through the use of multiple destinations where calls are distributed according to preset preferences. Real-time monitoring, telemetry, configuration changes and diverse data source capabilities are all standard with Cloud Routing from Connect First.

### RESULTS

With the deployment of the Cloud Routing Solution from Connect First, Synergixx saw immediate improvement in efficiency, a reduction in man-hours necessary to manage the system and even a reduction in cost as the IT team could be downsized to match the reduced needs in the new environment.

"The difference between our old system and Cloud Routing from Connect First is night and day," shared Swanson, "we essentially went from an abacus to the likes of a super-computer. Reporting is an important task in our industry and we can now report on more and in more depth than we could with our previous system. Our turnaround time on reporting is far more efficient, robust and detailed."

The Synergixx team now has the tools necessary to meet performance expectations and the ability to implement a more disciplined approach to satisfying client needs. This move not only helped to improve the bottom line, but it also provided more detail in reporting for clients, at a much faster rate than in the past. Simply put, Connect First's Cloud Routing is enabling Synergixx to extend more value to every client.

Swanson continued, "I've been very impressed with Connect First. Too many companies are focused on selling a lot of sizzle, but never the steak. With this deployment, we got exactly what we were promised. Plus, the transition from one system to another was very smooth. We can rely on the guys at Connect First to continue to work with us in a consultative state, consistently improving the platform while we benefit. We anticipate they will continue to be a valued partner in the future."



*Connect First is a leading telecommunications service provider and call center solution firm focused on enabling growth and profitability through a robust portfolio of cloud-based communications solutions. As a hosted call center management solutions provider, Connect First offers a robust platform, designed and supported by a team of highly experienced engineers, designers and business analysts to meet the evolving needs of the customer base.*

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