

Deliver Exceptional, AI-powered Customer Experiences

Solution Overview

Unified Omnichannel Platform

Manage voice, chat, email, and social interactions in one interface for seamless collaboration and faster response.

AI-Powered Agent Assistance

Enable agents with Copilot and Azure AI for real-time transcription, translation, and next-best-action insights.

Self-Service & Virtual Agents

Deflect up to 40% of routine requests through AI chatbots and IVRs while improving resolution speed.

Advanced Analytics & Insights

Track KPIs like AHT, CSAT, and FCR with real-time dashboards and sentiment analytics.

Seamless Collaboration

Integrate Microsoft Teams for instant consults and escalations—reducing handoffs and improving first-contact resolution.

Customers expect fast, consistent, and personalized service—anytime, anywhere. Synoptek's Dynamics 365 Contact Center solution helps enterprises unify voice, chat, email, and digital channels into a single, AI-enabled platform built on Microsoft Dynamics 365 and Azure AI.

This intelligent, cloud-based solution enables organizations to transform customer engagement, empower agents, and improve operational efficiency through automation, analytics, and collaboration.

Why Modern Contact Centers Matter

Every disconnected channel, long wait, or repeated explanation drives customer frustration and erodes loyalty. Today's service teams must do more with less—fewer agents, rising expectations, and tighter budgets.

Synoptek helps enterprises modernize contact centers to meet these realities by creating a unified, scalable, and data-driven environment that turns every interaction into a moment of value.

Key Market Drivers

- **AI & Automation:** Accelerate responses and optimize resource allocation.
- **Cloud Scalability:** Ensure cost-effective operations and business continuity.
- **Hybrid Workforce:** Empower agents anywhere with secure access and insights.
- **Customer 360 View:** Create a unified source of truth for faster resolutions.

From disconnected systems to a unified AI-driven experience—Synoptek helps enterprises deliver seamless, consistent, and personalized service every time.

Customer Outcomes and Impact

- **Higher Agent Efficiency** - Up to 37% improvement in productivity via automation and knowledge integration.
- **Faster Resolution** - 3× faster average handle times through AI triaging and unified routing.
- **Greater Customer Satisfaction** - 80% reduction in complaints through proactive engagement.
- **Smarter Operations** - Intelligent routing and automated workflows reduce manual effort and cut service costs by 15–30%.
- **Scalable, Cloud-Native Foundation** - Built on Azure and Dynamics 365, ensuring security, flexibility, and future-readiness for AI and Copilot integration.

Why Synoptek

With over 25 years of experience in **Customer Experience (CX)** and enterprise service delivery, Synoptek is a **Microsoft Cloud Solution Partner** helping organizations leverage technology to do more with less.

Our **Digital Enterprise “Synoptek Way”** methodology ensures consistent delivery, measurable outcomes, and scalable growth.

We combine **CRM, AI, and telephony expertise** to deliver intelligent, resilient contact centers that drive customer loyalty and operational excellence.

Key Differentiators

- Deep Microsoft ecosystem expertise
- Proven frameworks for rapid deployment
- AI and Copilot integration readiness
- Tier 1 telephony and analytics capabilities
- Managed services for continuous improvement

Assessment & Advisory Services

Not sure where to begin?

Synoptek offers a structured **Contact Center Assessment** to help you define your modernization strategy.

Evaluate current-state systems, channels, and data architecture.

Identify service gaps and automation opportunities.

Recommend a tailored roadmap aligned with your business and technical priorities.

Deliverables include a **Readiness Scorecard**, **Future-State Blueprint**, and **Implementation Roadmap** designed to accelerate transformation while minimizing disruption.