

## Symmetry - Unlocking the Power of your Sales Database



### BUSINESS BENEFITS

- Enables customer interaction recordings to be integrated with clients' application databases
- Unlocks the value of customer data
- Enables sophisticated integrations to be developed quickly and easily
- Enables brilliant ideas to quickly become reality
- Enables organisations to tailor solutions based on individual requirements.

Whether it's for regulatory compliance, security or training purposes, more and more organisations are routinely recording every type of interaction with their customers. This means that there are now vast amounts of valuable customer-related information that could improve business performance, if only there was a simple method of extracting it and presenting it in a usable format. Weston Digital Technologies' Symmetry has solved this problem and is now helping clients unleash the power of their databases in truly innovative ways.

Symmetry™ is a powerful and easy-to-use database integration component that enables customer data residing within independent application databases to be easily integrated with Weston Digital's Symphony™ family of products. Symmetry is bi-directional enabling Symphony to publish data to the customer's database system in real-time; whilst any changes to the customer database such as the addition of a customer account number or product query type information are automatically synchronised back to Symphony. This data then becomes immediately searchable through Weston Digital's Personal Assistant™.

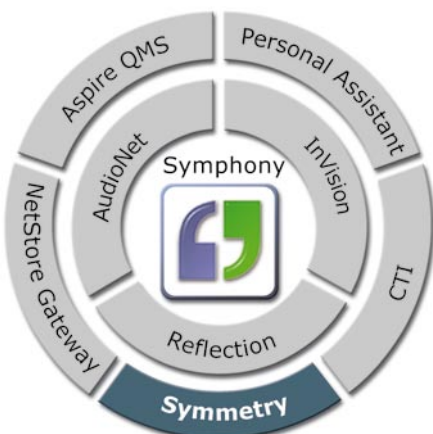
Symmetry is already proving to be of huge value to those organisations that have recognised the potential value of extracting data from their communications recording system and integrating it within their existing IT infrastructure. In the past this has proved to be an expensive and difficult task. Apart from the licence costs associated with APIs, the only way of extracting such data was through bespoke and expensive local development. Symmetry which is a unique product in the recording industry is now enabling sophisticated integrations to grow from a brilliant idea to reality within a very short space of time.

**TRULY INNOVATIVE APPLICATIONS**  
Symmetry can be used by any organisation that needs to integrate its recorded customer interactions; although maybe not surprisingly the

majority of applications to date have concentrated on customer sales. A typical example is an integration developed by one of Weston Digital's clients using Symmetry. The client runs an operation where their call centre agents book appointments for product specialists to telephone or visit a customer. All these calls are recorded and an electronic ticket for each appointment is raised. Using Symmetry, appropriate details are then appended to the call record including the actual recording of the customer conversation. Each morning, the product specialists connect to head office and download any tickets that have been assigned to them; these include not only details of the call as text, but also a recording of the call itself.

By listening to the initial call, the product specialists are now much better prepared before meeting or telephoning the customer. They can establish exactly what the customer wanted and even reiterate part of the conversation with them to reinforce requirements. They can also ascertain the likely age of the customer and through the intonation of their voice they can also establish their likely mood. By knowing exactly what the customer said, the company is portraying a far more professional image; by hearing exactly how it was said, the product specialist is able to build an image of the customer which is helping to drive further sales opportunities.

### SYMPHONY'S FAMILY OF PRODUCTS



By using Symmetry to provide sales people with recordings of previous customer interactions, organisations are already seeing considerable benefits:

- They are saving time and taking more sales calls – The initial customer conversation is taking less time as the service agent no longer has to record so much detail
- They are improving their efficiency – service agents are spending far less time delivering call details to the assigned product specialists
- They are providing a far more professional service – the product specialist can impress the customer by knowing exactly what was said during the initial call; there is no longer a reliance on the accuracy of the original call taker
- They are much better prepared for the sales call – some customers know exactly what they want, others are less sure; by understanding exactly what was said at the initial call, product specialists can now plan their sales calls more accurately
- They are increasing their chances of cross selling – the product specialist can gauge the likely age and mood of the caller and consider what other products or services the customer may wish to purchase.

#### ABOUT WESTON DIGITAL TECHNOLOGIES

Weston Digital Technologies is one of the world's leading providers of voice, video and data recording solutions. Weston Digital's mission is to provide its private and public sector clients with mission-critical solutions tailored to match specific needs, enabling them to meet their regulatory and business requirements. Headquartered in the UK with regional offices in New York, Hong Kong, Bangkok and Sofia, Weston Digital is a technology-driven company that has long been at the forefront of innovation within the industry.

#### FEATURES AND BENEFITS

##### A UNIQUE SERVICE OFFERING

- Enables customer interaction recordings to be integrated with clients' application databases
- Unlocks the value of customer data

##### INTUITIVE AND SIMPLE TO USE

- Enables sophisticated integrations to be developed quickly and easily
- Forms part of the Symphony family of products

##### BI-DIRECTIONAL SOLUTION

- Enables Symphony to publish data to the customer's database system in real-time
- Allows additional information to be appended to the Symphony call record

##### HIGHLY FLEXIBLE SOLUTION

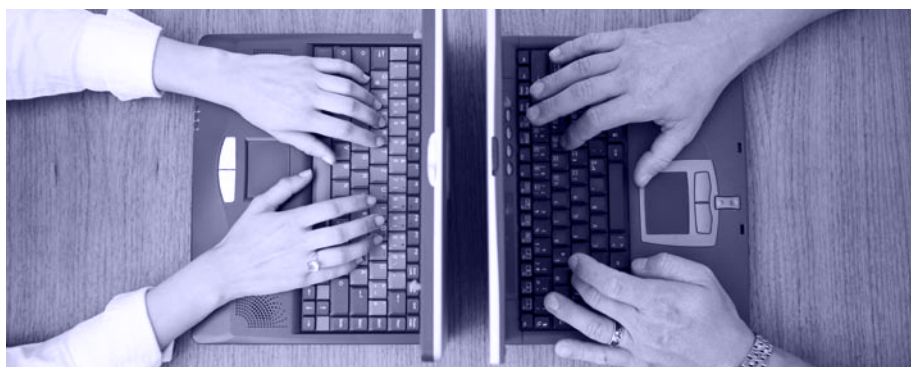
- Operates with many different databases including: Oracle, MS SQL Server, IBM DB/2, MySQL and MS Access
- Enables brilliant ideas to quickly become reality

##### EASILY CONFIGURED

- Enables any meta-data to be exported or imported from customer's tables
- Enables organisations to tailor solutions based on individual requirements

##### BACKED BY WESTON DIGITAL'S MARKET-LEADING SUPPORT CAPABILITY

- Ensures a smooth, tailored and hassle-free implementation
- Provides access to the highest quality training and customer support.



#### CONTACT INFORMATION

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