

New Partnership between Synergy and Customer Service Action provides an “unrivalled end-to-end customer service proposition.”



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Synergy and Customer Service Action are delighted to announce a new multi-year deal that will help shape the future of customer service. Together they aim to help businesses and brands improve their customer service and call centre by adopting a more customer centric approach.

Synergy delivers advanced customer experience solutions through its 700 seat contact centre based in South Africa, solving the challenges of culture-fit, affordability and performance for a global market including brands such as Octopus energy, The White Company, Ovo Energy and 02. Their culture-driven approach to innovation is reshaping the customer experience.

Customer Service Action, owned by The Customer First Group, focuses on empowering positive change for consumers and brands. Providing an online consumer-facing platform for the public to complain or compliment brands across all sectors. As well as a business offering to take brands from service to success through proactive customer service which can reduce overheads, increase profitability and build brand value. It is an independent platform offering a 360 solution to Customer Service or CSaaS (Customer Service as a Service). Providing one customer service gateway that reduces the cost to serve drives trust and sales whilst increasing word of mouth. Resulting in not only improved reputation but increased

customer lifetime value.

Martin Newman, The Consumer Champion and Founder of The Customer First Group, is excited about the opportunity to shape the future of customer experience and service through the partnership.

“I’m excited about partnering with one of South Africa’s leading contact centres to provide a better customer service experience for consumers in the UK and other markets. With Synergy’s full suite of service solutions and a fantastic team of customer service operatives, along with our consumer-centric service platform that truly empowers consumers to have the service experience they seek, we have a truly unique and unrivalled end-to-end customer service proposition to support our respective clients.” - Martin Newman

The partnership will allow Customer Service Action to provide value-added services to the brands that Synergy currently have. As well as enabling Customer Service Action to provide a complete customer service proposition including inbound and outbound voice & email services, live chat, collections & back office alongside their customer service platform. Meaning brands can pick and choose which services they want to use.

This partnership is the perfect ‘Synergy’, and it is exciting to see what the future holds for customer service once these two powerhouses get together.

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