

CINCOM NEWS RELEASE

Cincom and Smith+co partner to help contact centers evolve to provide a valuable customer experience

CINCINNATI, Ohio – July 21, 2008 – Cincom Systems (www.cincom.com) and Smith+co (www.shaunsmithco.com) are working together to deliver a customer experience management product that will launch this fall. The product, called CEM+Synchrony, will design, deliver and measure CEM to ensure that brands drive customer loyalty and advocacy through the contact center.

Shaun Smith is one of the founders of the customer experience movement and a foremost expert in CEM and brand loyalty. His company, Smith+co, will provide Cincom with a proven methodology to develop a powerful yet simple CEM program. Cincom Synchrony (www.cincom.com/synchrony), a multi-channel contact center application that is powered by an intelligent agent desktop, will be enhanced to incorporate key CEM components.

“Customer relationship management (CRM) has proven to be an incomplete answer for many organizations,” said Smith. “It has failed to deliver the promised value to the company or the customer because it starts with the technology and tries to find an application for it. On the other hand, CEM begins with the customer experience and the brand promise and asks the question, ‘How can we provide our contact center employees with the tools they need to deliver it consistently?’”

“Customer experience management is the new frontier in differentiating a company; price and product are no longer as effective,” said Trent Fulcher, program director, Cincom Synchrony. “The challenge is moving from high-level strategy discussions to actually implementing CEM effectively in the contact center. Through this partnership, we will close that gap.”

Cincom Synchrony is a unified agent desktop that helps deliver an exceptional customer experience and improve effectiveness in the contact center and throughout the enterprise. Synchrony streamlines handle times and improves service levels by giving agents immediate access to all relevant customer information – including underlying disparate applications. Inbound and outbound interaction management provides consistency across all touch points and enables comprehensive reporting and analytics for improved customer experience management.

About Cincom Systems

Cincom delivers and supports innovative [software](#) and [services](#) to simplify complex business processes. For nearly 40 years, we have empowered [thousands of clients worldwide](#) to transform their businesses and outperform the competition by providing ways to [increase revenue](#), [control cost](#), [minimize risk](#), and [achieve rapid ROI](#).

Cincom serves clients on six continents including BMW, Citibank, Boeing, Ericsson, Penn State University, Milacron, Siemens, and Trane. For more information about Cincom's products and services, contact Cincom at 1-800-2CINCOM (USA only), send an e-mail to info@cincom.com, or visit the company's website at www.cincom.com.

About Smith+co

Smith+co is a specialist customer experience consultancy. Its focus is to help companies turn indifferent customer experience into a branded customer experience that defines the organization and drives customer loyalty.

Founded in 2002 by Shaun Smith - one of the original pioneers in customer experience practice - Smith+co has continued to build and widen its expertise and experience in this field. With representation in both the UK and the USA, the team includes experts in brand strategy, customer experience research and design, organizational alignment and training.

Through its proven CEM methodology and strong reputation in the market, it has established an international client list that includes many leading brands throughout the technology, retail and service sectors. For more information, visit <http://www.shaunsmithco.com>.

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