



## Synapsys® Lobby Tracking™

Customize the Member Experience and  
Enhance Operational Efficiency



## Are you providing the level of service your members deserve?

### BUSINESS VALUE

- Save Money
- Enhance Service
- Improve Operations

### COMPATIBILITY

- Episys®

The key to any financial institution's success is the level of service they provide. Now more than ever, credit unions need to implement solutions that address member service concerns. Making sure your branch operates in an efficient and timely manner reflects upon your members' satisfaction rates. How do you know if your members' needs are being met?

#### IT WORKS LIKE THIS...

With Symitar's Web-based Synapsys Lobby Tracking module, credit unions now have the ability to track members and prospects entering their institution, and provide a targeted, personalized approach to member service. As an add-on to the Synapsys platform, Synapsys Lobby Tracking allows members and prospects to self-register upon entering the lobby. Once registration is complete, a message and alert are automatically sent to the appropriate staff member, notifying them that a member awaits their assistance in the lobby. Once in the lobbying queue, the system tracks how long the member must wait before being helped. An additional alert is then sent to the appropriate manager when a member or prospect continues to wait for assistance beyond the allotted time frame specified by the credit union.

#### BOOST BRANCH EFFICIENCY...

In addition to improving member service, Synapsys Lobby Tracking allows managers to identify operational inefficiencies with daily automated reports. These reports evaluate wait times, lobby volumes, session durations, service inquiries, employees' performance, and workload distribution to address overall staffing needs.

#### SEAMLESSLY INTEGRATED, FULLY CUSTOMIZABLE...

Integration with Synapsys provides staff members with direct access to member profiles, giving them the tools needed to personalize their service and capitalize on sales opportunities. The customizable interface also allows credit unions to tailor the software based on their individual branch needs.

#### WHAT IT DOES:

- Helps credit unions improve their member service and enhance operational efficiency
- Allows members and prospects to self-register when entering the lobby
- Automatically sends messages and alerts to the appropriate staff member's lobby queue notifying them that a member or prospect has requested their assistance
- Sends alerts to management when a member or prospect continues to wait for assistance beyond the time frame specified by the credit union
- Generates daily reports detailing average wait times, lobby volumes, service requests, and session durations.

#### WHAT IT DOES FOR YOU:

- Assists credit unions in providing improved, personalized member service
- Integrates seamlessly with the Synapsys platform
- Improves branch efficiency
- Provides a customizable solution that can be tailored to each branch's needs
- Tracks service opportunities, employee performance, and workload distribution allowing managers to address overall staffing needs.