

## Press release

Copenhagen, 26 th November 2009

# New switchboard improves customer service

The market has long demanded a more modern switchboard and Zylinc ApS is therefore launching a user-friendly and flexible switchboard – developed in collaboration with experienced receptionists. A new survey supports the need, as poor telephone service influences an Enterprise’s bottom-line.

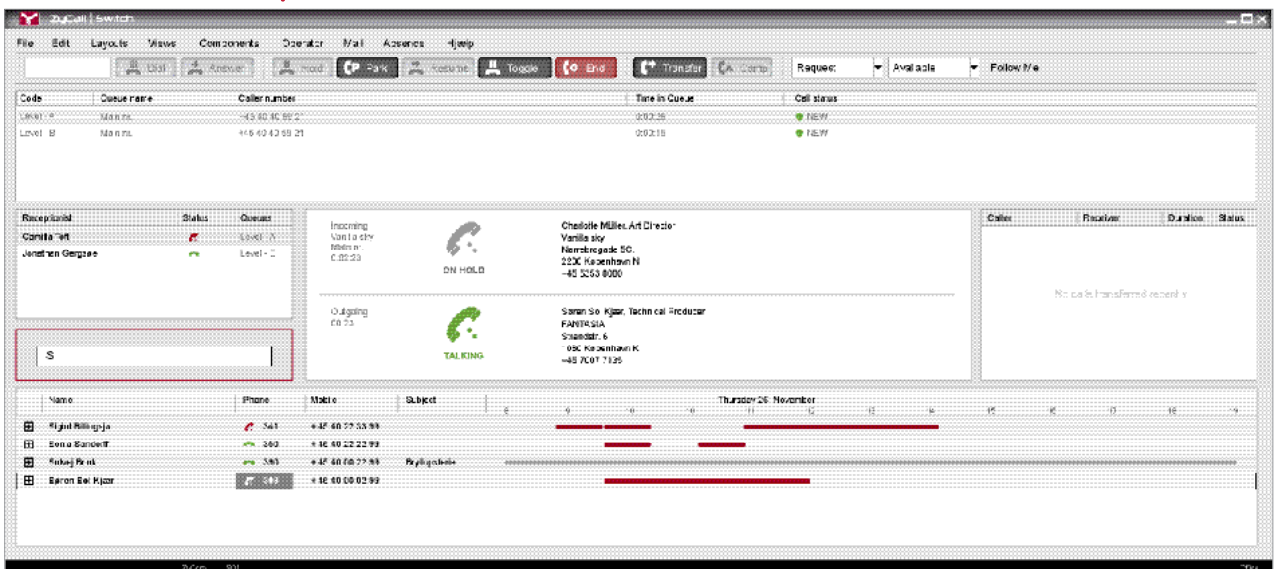
Efficient handling of Enterprise calls is vital in increasing customer satisfaction, but the way Enterprises communicate has changed significantly in later years. According to CEO René Viborg of the Danish IT company, Zylinc ApS, customers and business partners demand a more modern switchboard.

- We have listened to the market request and our involvement of the end-users’ means, that we are now able to present an up-to-date and flexible switchboard solution. In addition to adding new features, we have focused intensively on user-friendliness, flexibility, and optimizing business processes. Hence the switchboard can easily be customized to the individual receptionist as well as Enterprise needs, explains CEO and founder of Zylinc ApS, René Viborg.

Due to market demands, Zylinc ApS has initiated a study of Enterprises telephone service. The opinion-research institute Interresearch has conducted the survey, and results show that Enterprises generally manage customer calls poorly. Customers report that they often experience wrong forwarding and/or long waiting time. No less than 53% report that poor telephone service can make them switch bank, insurance company, etc. Efficient customer service and call management therefore places demands on the Enterprise switchboard.

- Thus we have emphasized to give the receptionist a complete overview and extended control of all Enterprise calls. Additionally, we have taken into consideration that many Enterprise calls are often managed in a decentralized capacity, which many of the existing solutions do not support. Reliable customer service concerns the expedient answer of calls, and forwarding to the correct department and employee in the Enterprise, says René Viborg.

## ZyCall | Switch



Today Enterprises use many different kinds of communication solutions to store customer and employee information. The new switchboard gives amongst other things the receptionist the option to perform detailed information searches on employee's availability and on competencies across the Enterprise. This means that the customer receives quick and clear information about which employees may answer his or her call in the best possible way.

#### **About Zylinc ApS**

Zylinc ApS was founded in 2005, as a spin-off of the IT Company IntraVision, and today has 27 employees. The company develops innovative software, which purpose is to improve Enterprises customer service by integrating communication tools like telephony, calendar, mail, and switchboard. With soft-ware from Zylinc, employees and receptionists always have updated information on colleagues' availability and appointments, thus making them capable of giving their customers the correct information – to the benefit of the Enterprise's customer service. For more information visit [www.zylinc.com](http://www.zylinc.com)

#### **\*Study of Enterprises telephone service**

In the fall of 2009 the opinion-research institute Interresearch performed a study of 1,015 individuals ranging from the ages 18 and up, concerning Enterprises telephone service. Interresearch has completed the survey and the preparation of the data. The collection of data took place through the Interresearch Panel, which is representative of the population of Denmark. The collection of data was gathered from 4 - 15 September 2009. The electronic questionnaire tool defgo.net was used for the harvesting of data. Where minor obliquities have persisted in the data with regard to the Danish population, the data has been considered on variables of gender, age, and zip code/postal code in accordance with Statistics Denmark. Data is representative on these variables. After data has been considered, the total number of responses is 1,015.

#### **Sample of survey results**

- 53% report that poor telephone service can make them switch bank, insurance company etc. 13% report that they already have.
- 44% feel that the switchboard in their own Enterprise could be more effective.
- 37% say that customer service in their place of business can be improved with an efficient switchboard solution.

#### **For further information**

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