

# Synergy Solutions

## *Elevating the Service Experience with ATA-SRO Accreditation*

### Synergy Demonstrates Excellence In Compliance

On May 6, 2010, Synergy Solutions proudly announced that it was awarded the ATA-SRO Seal of Accreditation. In order to achieve this measure of excellence, Synergy underwent a rigorous three-step accreditation process which included a self assessment of all internal procedures; an independent audit conducted by a certified third party auditor to validate compliance with all standards; and an appointment process that included review and approval by the SRO Trustees and Board of Directors.

*"Synergy's ATA-SRO Accreditation further validates their excellence as a risk minimized business partner."*

The ATA-SRO Standards establish general principles and guidelines related to telephonic communications between companies and consumers. They apply to all outbound and inbound calls, and the policies & procedures, monitoring/auditing practices, and recordkeeping requirements associated with such calls.

Synergy was proud to exceed the SRO accreditation Standards. As one of the first seven companies worldwide to have achieved this accreditation, Synergy stands out as a pioneer in the program.

**The ingredients of Synergy's recipe for success** with the three-step ATA-SRO accreditation

#### *About Synergy Solutions:*

Synergy Solutions, Inc., headquartered in Phoenix, AZ, specializes in providing innovative customer contact solutions to Fortune 500 companies in a variety of industries, including healthcare, insurance, financial services, telecommunication and publishing. Synergy is committed to providing our clients with solutions that solidify and expand customer relationships and elevate the service experience. Through the use of intelligent people and emerging technology, Synergy Solutions is able to delight customers and offer true multi-dimensional customer contact solutions.

Synergy Solutions has facilities in Scottsdale, AZ; Johnson City, NY; Fort Kent, ME; Pensacola, FL; Bemidji, MN; Milbank, SD; and Dallas, TX and a multi-state work at home program, Synergy HomeZone.

process included a stringent ongoing compliance program which requires close monitoring of regulatory rulings, clear and concise documentation of policies and procedures, flawless recordkeeping and ongoing enterprise-wide compliance forums attended by Operations, Account Management and other relevant staff throughout the company.

**The next ingredient for Synergy's SRO success** was the pre-audit self assessment process which required data and information from **every functional area at all six of Synergy's strategic Contact Centers**. In keeping with **Synergy's approach to process control and project management**, Synergy created repeatable processes for maintaining compliance after the independent audit is complete.

**Lori Fentem, Synergy Solution's President, said, "SRO Accreditation was a very high priority for the Synergy team, as it serves as a way for our clients, our employees and regulators to have confidence in our stringent compliance processes."**

Angela Morris, President of Quality Contact Solutions and certified ATA-SRO auditor said **the process went smoothly. "Synergy Solutions has been a long-time supporter of the ATA-SRO program. In fact, its President, Lori Fentem, is active as a member of the ATA Board of Directors and an ATA-SRO trustee. Completing this step in the process (being audited by an independent third party) just validated the compliance program that Synergy Solutions already had in place for the last few years," said Ms. Morris.**

**"We at the ATA are extremely pleased for ATA-SRO Accredited Synergy Solutions," said Josh Scism, ATA-SRO Program Director for the American Teleservices Association. "Synergy's ATA-SRO Accreditation further validates their excellence as a risk minimized business partner."**

**Synergy's mastery of the ATA-SRO Standards** is just one of many ways Synergy can elevate your service experience and delight your customers.

Interested in learning more about best practices in achieving ATA-SRO accreditation? Need more information about establishing an



### **What is a "SRO" or Self Regulatory Organization?**

In general, a self-regulatory organization is an organization in a particular industry or profession that works closely with regulatory agencies to establish processes and guidelines for regulatory compliance.

The ATA elected to form a SRO based on their belief that complementing the American federal and state teleservices statutes and regulations with a broad set of standards provide contact center businesses with a platform of best practices, documentable procedures and measurable compliance tools.

The ATA-SRO incorporates aspects of governmental regulations and consumer protection rules for contact centers. *The goal of the ATA-SRO is to assure a positive teleservices experience for consumers and provide an objective system that reinforces companies' commitment to government compliance.*

Ultimately, companies seeking the highest caliber of customer care, best practices and compliant behavior can apply to receive the ATA-SRO Seal of Accreditation. Companies that conduct an ATA-SRO Independent Audit of their firm or of their suppliers may receive the ATA-SRO Seal of Accreditation and operational risk mitigation. Displaying the seal to consumers and other firms is evidence of their integrity of contact center operation!

For more information about the ATA-SRO visit: [www.atasroconnect.org](http://www.atasroconnect.org)

### ATA-SRO Compliance Program?

Looking for an outsourced Contact Center partner who can has achieved the highest level of industry regulatory compliance?

### **SYNERGY CAN HELP!!**



For more information about how you can leverage Synergy's expertise with the ATA-SRO, contact Lori Fentem at 602.296.1601 or [lfentem@callsynergy.com](mailto:lfentem@callsynergy.com)  
[www.synergysolutionsinc.com](http://www.synergysolutionsinc.com)