



## **synTelate Solution Powers AAA Merrimack Valley to win National Innovative Practice Award**

*A synTelate powered solution enabled AAA Merrimack Valley to win a AAA Corporate Affairs 2003 Recognition Award for innovative practice.*

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Concord, NH – synTelate is pleased to congratulate AAA Merrimack Valley for winning the prestigious AAA Corporate Affairs 2003 Recognition Award for innovative practice that was based on their successful implementation of a synTelate solution. The national award is given to a club that implements an innovative application that would benefit other member clubs.

The partnership between AAA Merrimack Valley and synTelate Corporation enabled synTelate to implement a specific solution for AAA Merrimack Valley to quickly access and organize member usage patterns and preferences in a way that enhances the level of customer service. The synTelate software retrieves information from multiple databases (D/2000, Avatar, Global Ware and Insurance) and provides the call handler an accurate snapshot of the member's usage history with AAA within seconds of the member number being entered.

It is great to receive national recognition for innovative practice from AAA Corporate Affairs, commented AAA Merrimack Valley President Buzz Seeley, "But more importantly, by using synTelate in our call center, we are able to provide better customer service to our clients. In addition, with the scripting capabilities of synTelate, we are able to train our call center operators in a fraction of the time it used to take."

synTelate CEO Kevin Clark sees this as an excellent example of how synTelate software can be easily customized to meet the specific needs of the customer. He notes "Customers are looking at ways to increase productivity and leveraging the power of the information that they already have in their existing systems. AAA Merrimack Valley had the vision and we had the technology to help them achieve their vision. synTelate is a perfect solution for AAA clubs as it brings all the relevant data to one screen for the call center operator to use while they are servicing their customers. It allows for a better customer experience, a more efficient use of their time, and a better return on investment of the technology they already own."

### **About synTelate Corp**

synTelate, Corp. is a wholly owned subsidiary of Initiative Software. Initiative Software was founded in 1990 in Glasgow, UK, and focused on the creation of high performance software products. It has grown to become the market leader in provision of CRM systems for economic development activities in England and Wales. It launched a call centre campaign management and scripting solution, synTelate, in 1999, which quickly established a strong market position and has received several Best of Show awards in the US.



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