



May 12th – User Group Day – Birmingham

“This was the second in our ongoing series of user groups for Synergist clients. The venue was the IOD in Birmingham and attendance was excellent with the venue at capacity. The design industry historically takes an unfavourable view on collaboration within business, but our clients exchanged ideas, suggested solutions and generally took a very positive approach towards the development of better practices within the industry.”

Said Jason Neale from Express Systems

“I thought both the format and content of the course was really beneficial and certainly opened our eyes as to how Synergist could be further helping to improve our business”

James Hodges, Financial Controller at RBH

“Client feedback is at the heart of our development programme for Synergist, this is what has helped to make it the most widely used agency management software in the UK. Many of the issues raised on Tuesday have been addressed in the latest version 9.5, due to be released shortly, and all of the other points will be reviewed for our subsequent version releases. There is no more effective way to get under the skin of our clients businesses than to talk about the issues in an open forum. I was also pleased with the level of praise for our help desk team, and will pass the feedback on to them back at the office”

Commented Keith White, Managing Director at Synergist

The day started by opening up the table to questions, answered by Jason and Keith. This initiated a lively discussion and exchange of solutions.

Jason went on to provide an overview demonstration of a sample Synergist configuration that supports a proven business process and delivers all key reports.

Keith demonstrated some of the new features of the next version of Synergist, including scheduling and CRM enhancements. Lisa Robertson talked through some points on best practice processes and Jason ended the day with a demonstration of Flowmation, an online visual approval system.

Thank you to all of our clients who attended and made the day a great success.

The next User Day will take place later this year and details will be found on the website and monthly Business Bulletin.