

**Symend Cure**  
drives better  
business results  
by putting your  
past due  
customers first.

Financial setbacks don't last,  
but satisfied customers do.

Create tailored, digital-first engagements that  
engage with empathy and improve:

customer satisfaction | operational efficiencies | revenue results

**SYMEND**   
The science of engagement™



# Drive better business results and empower past due customers to resolve their bills—before they reach collections

Symend is invested in the long-term financial wellness of your customers and their long-term relationship with you. Symend Cure uses science to empower customers to stay caught up on their bills and to positively shape behavior so they fall behind less, over time.

## Adapt as customers change

We use behavioral science to inform algorithms and identify relationships between customer behavior and sentiment.

Our unique strategy leverages behavioral science and produces the formula from segmentation to communication that helps our clients achieve optimal engagement results.



## Consistently deliver the positive experience your customers expect

With flexible payment options, empathetic digital outreaches and personalized engagements, Symend increases customer satisfaction while remaining aligned with your brand.

## What resonates with your customers? We have it down to a science

Our AI and ML model continuously optimizes strategies based on customer interactions to better predict outreach effectiveness, respond to changing sentiment and accelerate outcomes.

## Make better decisions, driven by data

The insights we gain engaging millions of consumers enhance your in-house expertise and tailor outreach strategies to changing customer preferences.

## Built for complex enterprises. Made simple for you

We apply complex behavioral science and data-driven insights to better serve your customers in real time. Our seamless orchestration makes it easy to execute your campaign and achieve your goals.

## Compliance and security ensure peace of mind

Purpose built for enterprises, our platform adapts to your unique compliance requirements to ensure you're always aligned with regulations and audit ready.



# Symend for Communications Service Providers

## Driving industry-leading engagement for communications service providers

Processes that do not engage customers with empathy can fracture and even sever long-term customer relationships, and the negative financial impact is significant.

Symend's platform leverages the aggregated insights of tens of millions of customers that can reverse collateral damage and track improvements against the industry baseline.

### Previously untracked collateral damage is eye-opening



**15%**

of churn doesn't need to happen



**25%**

of account suspensions can be avoided



**45%**

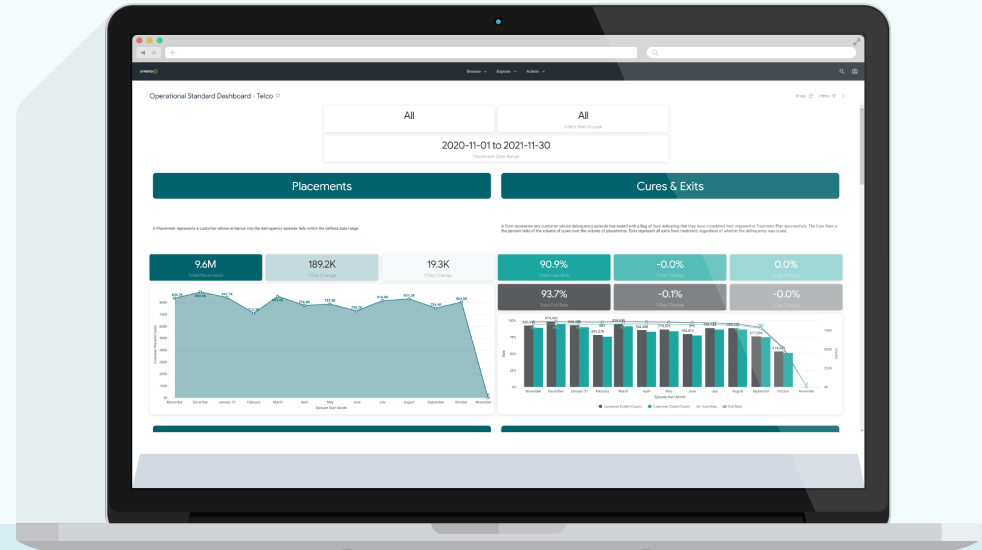
of inbound/outbound calls should never have been made

**Symend has proven to reverse this damage by treating 25M+ customers\***

*\*Symend serves global enterprises in telecommunications, financial services, utilities, and media. Metrics may vary by industry. Past Symend performance is not indicative of future results.*

### Symend for Communications Service Providers:

- Augments your current processes and systems without disruption, no matter how complex the environment.
- Accesses playbooks grounded in successful consumer treatments that are continuously optimized.
- Creates a better customer experience that generates long-term value.



Make better decisions enabled by flexible reporting, and backed by data and insights. Build custom reports with data that's refreshed daily and map to KPIs such as reducing churn, account suspensions, and inbound or outbound call volume.

**“Symend became a critical service for TELUS overnight as call volumes skyrocketed and customer uncertainty continued to rise. Having Symend as a trusted partner allowed us to continue to provide outstanding customer service and build stronger relationships with our customers at a time when they needed it most.”**

**— Kim Vey, Director, Client Operations at TELUS**

# The Symend Platform— the competitive edge you need to stand out

The Symend Platform lets you deeply understand your customers and empower them to interact with your brand.

Resolve past due bills faster,  
keep customers longer.

**Contact us to find out how.**

Symend Platform



Brand  
Experience

Personalized  
Engagement

Customer  
Insights

Learning and  
Optimization

## ABOUT SYMEND

Symend's digital engagement platform uses behavioral science and data-driven insights to empower customers to resolve past due bills. Leveraging advanced analytics, Symend helps enterprises better engage millions of customers by providing deep insight into consumer behavior. Symend continuously optimizes these insights and empathetically nudges customers towards a desired action with personalized communications, self-serve tools and flexible repayment options.

Symend's relationship-based approach keeps enterprises attuned to the changing needs of their customers and empowers them to take action. This increases customer satisfaction, lowers operating costs, and helps resolve past due bills before reaching collections.

Founded in 2016, Symend's platform is purpose built to serve complex global enterprises in telecommunications, financial services, utilities and media. Symend is headquartered in Calgary and privately held, with global operations across Canada, the United States and Latin America. For more information, please visit <https://symend.com/> and follow the company on [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#).

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