

# Synthetix rolls out knowledge-base across more than 300 Citizens Advice Bureaus

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30th October 2012: Synthetix (<http://www.synthetix.com>), the customer service software company, provided a knowledge-base (knowledgeAgent) to the Energy Saving Trust (EST) with HGS UK in April 2012. It was initially for use in a new contact centre providing public advice on how to save energy in homes and businesses. However, following the huge success of the tool, access to the knowledge-base has now been extended to more than 300 Citizens Advice Bureaus (CAB) across England and Wales.

The knowledge-base contains a wealth of information which now allows staff at Citizens Advice Bureaus up and down the country to provide instant and accurate answers direct to the public. The knowledge-base also contains numerous factsheets which can be printed out and given directly to consumers.

As well as giving out advice on energy efficiency, the knowledge-base provides information about existing government schemes like the Carbon Emissions Reduction Target (CERT), which requires energy suppliers to install free or subsidised insulation. It also provides information on Warm Front, the government's heating grant scheme.

Susan Jones of Energy Saving Trust said: "We have been really pleased with the knowledge-base and impressed with how easy it is for our advisers to use. This is partly why it has now been rolled out to Citizens Advice Bureau staff as part of the Big Energy Saving Week campaign. It is great that we can reach far more customers with accurate information as part of this scheme."

Peter McKean, Managing Director of Synthetix said: "We are excited to extend Synthetix knowledgeAgent (<http://www.synthetix.com/knowledgeAgent-call-centre-knowledge-base.php>) out to the Citizens Advice Bureau. Our unique real-time search capabilities enable staff to get accurate answers to consumer questions about government energy schemes with unprecedented speed. We're proud to be part of this valuable initiative by the Energy Saving Trust."

## About Synthetix

Synthetix Ltd (<http://www.synthetix.com>) is a developer of multi-channel online customer service solutions including, web self-service, contact centre knowledge-bases, live web chat and social customer service. Founded in 2001, Synthetix has unparalleled expertise in the field of 'Online Customer Service' design and deployment.

The company has become the marketing, customer service and web usability technology choice for blue-chip brands including the BBC, Virgin Holidays, Best Western Hotels, Travelodge, Unilever, Northumbrian Water, Principality Building Society, Low Cost Holidays, Yorkshire Building Society, Wessex Water, Mark Warner Holidays, easyJet Holidays and Welsh Water.

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