

Member Engagement: Syntela Conferencing



Jeannie and Dino Dimkopoulos founded Syntela Conferencing in 2008, bringing a combined 40+ years experience in the communications industry, because they recognized that many conferencing service providers fell short on one of the most important factors in the longevity of any technology business – world-class customer service. They set out to be the most employee and customer-focused conferencing service provider available in New York State, putting their customers first.

Syntela is a New York State certified women-owned business enterprise that provides audio, video, and web conferencing and collaboration services that help businesses and government agencies connect their employees, business partners, and customers. They joined CenterState CEO in 2009 to expand their visibility to existing and potential customers. They knew that many of those customers were already CenterState CEO members, making their chamber membership particularly important since the growth of the company is dependent on positive word-of-mouth referrals on the experiences customers have with their company. Yet, the company struggled to find the full value of its membership.

Jeannie and Dino worked one-on-one with the CenterState Chamber services team to explore new ways to build relationships with other members and customers. Energized by CenterState CEO's level of personal engagement and vision on how it provides value to its members - with newly defined programs, events, and services - they recommitted to their membership.

Syntela's unique platform delivers business applications that replace cumbersome legacy services with something radically simpler. The company hosts its applications in premier data centers around the country delivering industry leading reliability. Coupling the most relevant services in today's business environment with a

customer support team extremely focused on helping companies meet their business objectives has provided a competitive advantage to competitors outsourcing their services. With this expertise, Jeannie and Dino found a way to engage in CenterState CEO through a leadership role in building the organization's Technology Subcommittee of the new Training and Education Committee.

Dino will also serve on the Partner Advisory Committee to help inform how CenterState CEO can continue to deliver on the top priorities of its Partner members: programs to directly save money; training and education; events and networking opportunities; advertising and promotion of their business; and retaining and hiring regional talent.

Syntela also found that, with expertise from its two predecessor organizations, CenterState CEO now offers more opportunities for companies such as theirs to help CEO meet its regional economic development goals. Hand in hand with a commitment to serve the community, Syntela's sees value in supporting the regional economy through CenterState CEO.

www.syntela.com

"We've seen a true commitment from CenterState CEO to listen to member feedback to deliver greater value to its members. The enhanced programs and services being offered have provided us with a host of new opportunities to build relationships with other members and potential customers. As a result, we have increased our involvement and are excited about the leadership role our company will have in CEO's committees."

- Dino Dimkopoulos, President, Syntela Conferencing