



November 19, 2007

To Whom It May Concern:

Our vision of continuous improvement with our Customer Service and Support team required a new approach on a short timeline. With only 30 days of consulting effort, Synovia was able to work with the Zedi team to create a framework and approach that helped us meet our objectives.

The Synovia methodology generated a very high level of team buy-in while effectively managing our team's creativity; allowing staff to be both creative *and* fiscally responsible in designing high-impact initiatives. Synovia managed to use their methodology to identify very clear, efficient, and effective system changes that we believe will result in a high return on investment.

Synovia was able to deliver on their promises in a manner that was both cost and time efficient. I recommend Synovia to any executive looking to bring about positive change in their organization.

Sincerely,

Debra Deane
Vice President, Customer Services

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