



PRODUCT CATALOGUE

SynCall

ON-PREMISE • SITS ALONGSIDE THE EXISTING PBX

Caller ID. The number and the customer's name land on the front-desk screen the moment the phone rings.

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SynCall — Caller ID & Call Analytics

Caller ID • Call Analytics • On-premise

A software-only caller ID board for businesses that answer a lot of phone calls. It reads the ringing signal from the PBX, matches the number against your customer list, and puts the number and customer name on the front-desk screen before anyone picks up. Calls are also logged, so the same system reports which advertising slot generated them.

WHO IT IS FOR

Businesses that take orders and enquiries by phone

TV shopping and broadcast channels, mail order, clinics, service counters — when the order line rings, the front desk wants to know who is calling, where they live and what they bought last time, before picking up. Those thirty seconds of looking someone up are seconds the caller spends waiting.

Advertisers on TV or radio who must judge each slot

The phone rings as soon as a spot airs, but which spot actually sells and which is just burning money is usually a matter of opinion. Calls are attributed by timestamp to the product on air, yielding deals, conversion rate and revenue per call.

Front desks that should not have to learn new software

It boots straight into a full-screen board: large type, high contrast, answered and missed calls distinguishable at a glance. Nothing to launch, no steps to memorise.

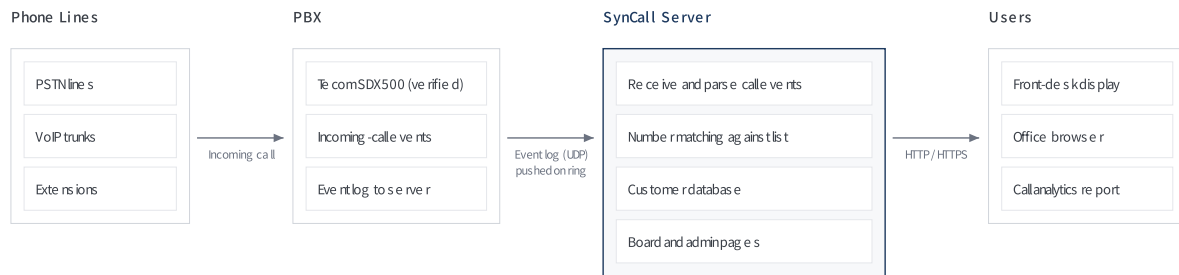
Teams whose customer list lives in an ERP and keeps growing

The Excel or CSV your ERP exports uploads through the admin page and takes effect immediately — nobody has to touch a database. Lookup stays instant at tens of thousands of records.

If call volume is low to begin with, or nearly all your orders arrive online, the return on this system is hard to justify. We suggest counting a few days of real calls before deciding, rather than installing first and finding out later.

SYSTEM ARCHITECTURE

The PBX keeps doing its job; SynCall only listens. Because the event arrives while the phone is still ringing, the name is on screen before anyone picks up — a call-detail report, which is only written after the call ends, can never do this.



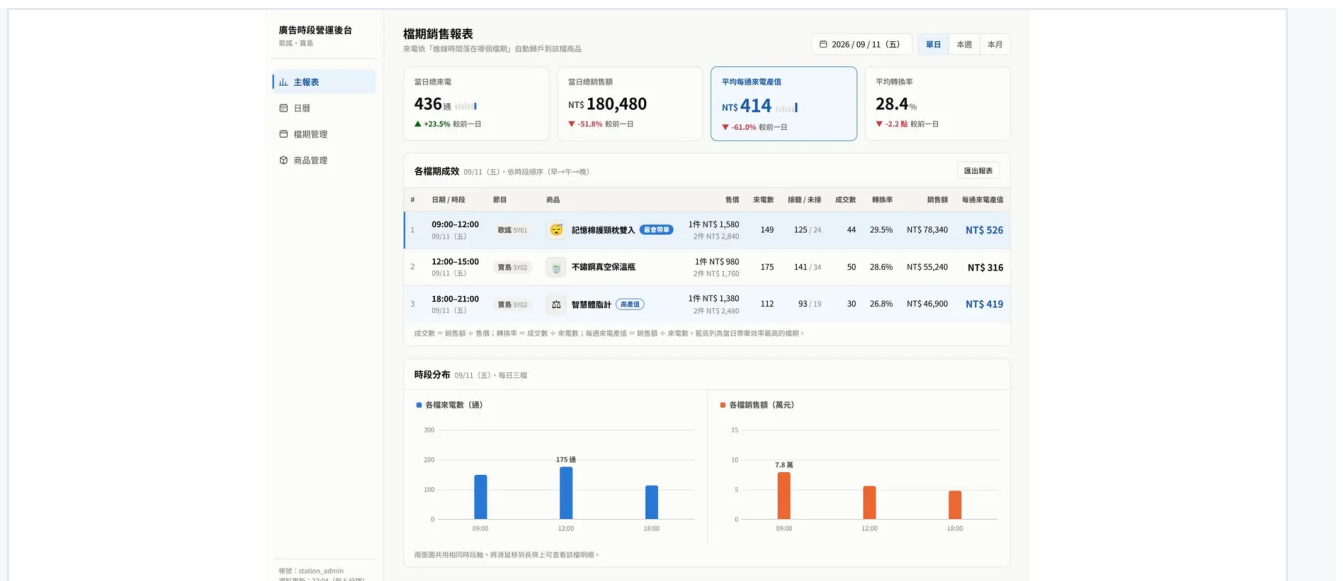
The servers share the network segment with the PBX, and the customer lists stay on that on-site machine.

PRODUCT SCREENS

2026/09/03 00:37:18		來電顯示看板			更新客戶資料
接聽	外線	來電號碼	客戶名稱	另一支電話	
	3	0728000104	高雄-張小姐	0900000104	
V	2	0900000105	台中-李先生	0428000105	
	1	0955000777	新朋友		
V	7	0900000103	板橋-王先生	0228000103	
	3	0900000106	桃園-吳小姐	0338000106	
V	4	0900000108	新竹-黃小姐	0358000108	
	2	0428000105	台中-李先生	0900000105	
V	6	0900000102	新莊-林小姐	0229000102	
	1	0912000888	新朋友		
V	5	0900000107	嘉義-蔡先生	0528000107	
	3	0228000103	板橋-王先生	0900000103	
V	1	0900000101	台北-陳先生	0228000101	
	2	0987000321	新朋友		
V	4	0900000104	高雄-張小姐	0728000104	

V=已接聽 白/綠交替 方便對齊 新客人紅字

Caller ID board. Note: every name and number shown is fabricated demo data, not a real customer. In service, the external line, caller number, customer name and their other phone appear while the phone is still ringing; a “V” marks answered calls, red text marks numbers not in the customer list, and the alternating row shading is purely to help the eye track across.



The ad-slot sales report. Note: every product, figure and call count shown is demo data, not any customer’s real trading numbers. Each call is attributed by its timestamp to whatever was on air; once the settlement figure for that slot is entered, deals, conversion rate and revenue per call follow. That last number is what actually decides whether a spot is worth repeating, so the report pulls it out on its own and marks the best-performing slot of the day.



The monthly overview, also demo data. Each cell carries that day’s total calls and total sales, shaded by revenue so the strong and weak days separate at a glance. Clicking any day opens the three slots underneath it.

CORE FEATURES

Shows On The First Ring

Reads the call signal straight from the PBX, so the number is on screen while the phone is still ringing — not after the call ends like a CDR report.

Customer Lookup

Matches the caller against your customer list and shows the name plus their other phone number. Handles missing area codes and mobile-vs-landline mismatches; known and unknown callers are colour-coded.

Readable Board

Large type, high contrast, answered and missed calls distinguished at a glance. Boots straight into full screen — nobody has to launch anything.

Software Only

No discontinued caller-ID hardware box to source. A small PC on the same network segment as the PBX is the whole installation.

Self-service List Update

Upload the Excel / CSV exported from your ERP through the admin page and it takes effect immediately — still instant lookup at tens of thousands of records.

Call Analytics

Calls are attributed to the ad slot and product on air, then rolled up into deals, conversion rate, and revenue per call — so it is obvious which spot actually sells.

WHAT IT NEEDS

The system runs on your existing PBX plus a small PC — no dedicated hardware. These are the items we confirm before installation.

PBX

DETAIL

Tecom SDX500 (running long-term at customer sites)

NOTES

The PBX must be able to send call events to a designated server. Other models need their event-logging capability checked first.

Server

DETAIL

A small Windows PC (i3 / 8GB / SSD is enough)

NOTES

Must sit on the same network segment as the PBX. Software only — no dedicated caller-ID hardware.

Customer list

DETAIL

Excel / CSV exported from your ERP: customer code, name, landline, mobile

NOTES

A live site currently runs about 97,000 records with instant lookup.

Board

DETAIL

Full-screen browser, auto-login and auto-start on boot

NOTES

Large type, meant to be read across a counter.

Remote access

DETAIL

Optional: public URL with login and source-IP allowlist

NOTES

Left disabled, it is a purely local service — the customer list never leaves the on-site machine.

HOW IT GETS INSTALLED

01 Confirm the PBX can emit call events

Enable event logging in the PBX admin and point it at the server. The Tecom SDX500 is verified; other models need checking first.

A PBX that cannot do this rules the whole thing out — we verify before quoting.

02 Install the server on the PBX network

Put the server on the same segment as the PBX, place a test call, and confirm the number parses correctly.

03 Import the customer list and check hit rate

Import the exported list, place real calls to measure the match rate, and work through data issues such as missing area codes and duplicate records.

04 Board goes live

Configure auto-login and auto-full-screen so nobody has to touch it after a power cut or reboot.

05 (Optional) connect call analytics

Define the ad slots and the product on air; calls are then attributed automatically and only the per-slot settlement figures need to be entered by hand.

FAQ

Do we have to replace our PBX?

No. SynCall runs alongside your existing PBX and only needs it to send call events to a designated server. The Tecom SDX500 has been running at customer sites long-term; for other models we verify the capability on site before quoting.

Local calls arrive without an area code — will they still match?

Yes. The same normalisation runs on both import and lookup, so numbers with and without an area code meet in the middle. Mobile and landline are cross-referenced too — a call from a mobile can show the landline on file. Duplicate records, common in ERP exports, are handled.

Could the customer list leak?

The list lives on the on-site machine and the service is local-only by default. A public URL is opened only if you need remote access, and it comes with login plus a source-IP allowlist. The list is also backed up off-site daily.

What about multiple locations?

Each location runs its own box independently, so an outage or reboot at one site never affects the others. If you need a combined view, the call data is forwarded to the reporting side.

How is the call analytics calculated?

Each call is attributed to the ad slot its timestamp falls into, and therefore to the product on air. Once the settlement figures for that slot are entered, the system derives deals, conversion rate and revenue per call — the last being what actually tells you whether a spot is worth repeating.

How is it priced?

One system per location, covering the on-site machine, installation, configuration and staff training, with annual maintenance after that. The ad-performance reporting is a separate module, added only if you need it. What actually moves the price is the step before: whether your PBX can emit call events at all. The Tecom SDX500 is confirmed and has been running long-term; for other models we verify on site first, and quote after that.

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