

Voice Recording



Integrated VoIP Recording solution for the Vodat Managed Service.

Vodat solutions and ASC have worked together to integrate the following communications recording features:

- Automatic recording for outgoing and incoming calls. The recording starts as soon as the call is made.
- Recording on demand, by pressing a key on the keypad. Pressing the re-dialing key starts the recording, which will be either automatically stopped at the end of the call or as per user request by pressing the key again.
- The user receives feedback on the telephone display, if a conversation is being recorded.

Why do people record

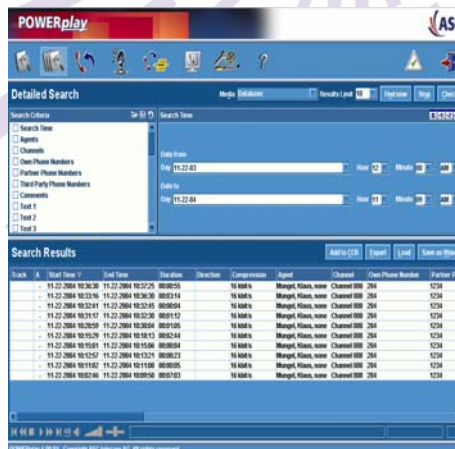
The most common reason for wanting to record calls is accuracy; where business or financial transactions are being conducted, it may be very helpful to refer back to audio transcripts, either to verify details taken down or to prove that something was said and agreed to. Other people record calls in order to check their own, or their staff's telephone manner and performance. Mistakes are always made - none of us are perfect, but at least with a recording one can sometimes accurately determine **who** made the mistake.

Knowing one is being recorded can often have a beneficial effect on one's accuracy. In our experience, there is a difference between someone 'talking rubbish through ignorance whilst trying to be helpful' and someone 'deliberately lying'. So the reasons we are in this market are as follows:

- Statutory requirement (compliance), - Any financial transaction made over the phone must be recorded by law
- Recommendation by regulatory authority
- Security
- Resolution of disputes
- Training
- Quality assurance monitoring

Benefits of recording

- Improved customer satisfaction
- Increase competitive advantage
- Audit trail
- Compliance
- Adds value to training programmers



The Major benefits of Call recording :-

Focus on Call outcome & quality of Customer Experience Allows management to assess agents on skill in handling customer inquiry or sale rather than focussing on quantitative measures such as number of calls and length of call

Reduces uncertainties in Call Evaluation and Performance Appraisals Ensures the integrity of assessment process and allows reps to ask for other calls to be selected if they are unhappy with the evaluation.- improved internal dispute facilitation.

Ensures Call Evaluations adhere to uniform agreed upon standards.

Takes subjective ness of these crucial assessment and allows for better training of Supervisors performing this task.

Protects agents from arbitrary evaluations The recordings provide documentation of rep Call Outcome results and ensures each individual is assessed on performance, not opinion. Removes personal judgement

Allows Coaching based on real Calls & becomes a key tool to improve rep communication and relationship skills

For the first time its possible to use live calls for training & coaching purposes based on the common reality of the Call Outcomes and the Customers Experience.

Permits agents to Flag a call and ask for help

Probably the single most important feature is allowing the rep to ask for a supervisor to urgently review a call and discuss details of how the call OUTCOME could have been improved. This handles stress and worry on the spot and doesn't ruin the reps entire workday

Documents disputed Calls where customer accuses agents of inappropriate behaviour

This protection of the staff is significant and helps downplay conflict situations

Reduces Galley slave atmosphere of Call Centre

Call documentation and measuring agents on merit of Call Outcome for the first time allows rep to focus on Customer Experience and Quality of call handling

Eliminates Supervisor & Team leader live monitoring time

Allows supervisor and team leaders to spend more time with their staff coaching, skills training and team building by being freed from listening to live-calls

Allows for training and improvement by example

Taking time out of Call search and analysis

By reducing time spent by managers and supervisors identifying Call patterns & Incoming call trends, more time can be spent focussed on Coaching and improving quality of Calls. Recent pilot studies indicates line managers spend 20-25% of their time analysing calls. Improved manager productivity can equate to more time spent with the team on the phones.

Talking time out of Conflict resolution

he ability to identify problem calls at a glance with the new graphical representation Recording software permits managers to identify patterns and flawed processes more quickly and implement remedial action for the benefit and well being of the reps on the front line. This cut cost of complaint handling and improves the Customer Experience as well.

Taking time out of handling Customer Queries

Identifying new Customer FAQs shortens the internal process of updating Internet pages by making the call information information to Marketing & Webmasters, thus ensuring the low cost of Customer Internet self-service flows thru in the form of lower call volumes reducing pressure on Service reps.