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MARKETS



The global demand for recording and quality monitoring

By Katrin Henkel, Director of Communications, ASC telecom

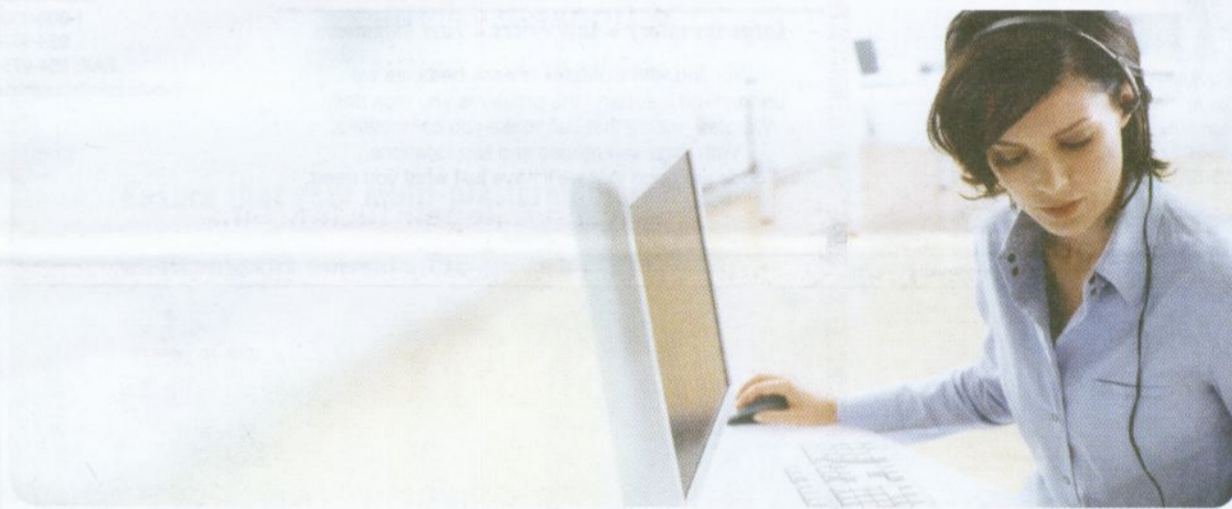
Recording customer communications is used for a plethora of reasons. In contact centers, recorded conversations serve as the foundation for comprehensive quality monitoring solutions and systematic improvement of customer service. Financial institutions document voice communications primarily for legal requirements and verification of customer transactions. Other groups such as public safety organizations use recording to increase security by improving reaction time in emergency and crisis situations.

Call recording protects banks, investment firms, realtors and insurance companies

See GLOBAL DEMAND, page 12



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INNOVATION

Telecorp MCCS

Telecorp Products has torn down multi-site barriers and PBX migration problems with a data integration product. While the single-site PBX call center continues to phase out, it's not uncommon for many independent sites to work together. This used to mean inconsistent reporting and detached business analysis. Multiplatform Call Center Suite (MCCS) offers the ability to monitor multiple sites in real-time and run all telecommunication call center reports, even from different PBX types, in one centralized web-based application.

See TELECORP MCCS, page 11

TESTING

Clarus Three Cs

Clarus Systems, provider of integrated voice service management and testing solutions for IP communication deployments, upgrades and transformations, has launched a process strategy that enables clients to isolate and manage problems without impacting end users.

"A critical success factor is a properly implemented and executed problem management strategy," explained Kevin McGowan, Chief Technology Consultant. "Integrating troubleshooting strategies which eliminate or minimize end user impact remains a pivotal component to ensure the successful completion of daily projects and tasks required to optimize benefits."

See CLARUS THREE Cs, page 12

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GLOBAL DEMAND

Continued from page 3

from unjustified claims for damages. The unequivocal documentation is indispensable for comprehensive risk management. In the financial sector, in particular, misunderstandings of minute details can pose great legal and monetary risks. That is why optimal customer communications and recording are essential for the bottom line.

At the same time, globalization places increasing demands on the technical implementation of solutions. Audio recordings must be accessible via phone or computer 24/7 from any location. The need for archiving intervals of weeks, months or years require multi-functional yet easily-managed search-and-evaluation capabilities.

Rescue services, fire brigades and police forces must comply with documentation requirements. Long-term documentation is mandated by law while short-term effectively supports coordination of emergency response through quick and easy access to recent conversations.

People in a crisis often panic. They are confused and do not provide clear information. Therefore, emergency calls must be

repeatedly reviewed to understand the whole picture. Precise retrieval options, intuitive menus and user-friendly handling save time and thus save lives. The ability to label, classify and add comments to calls also allows reconstruction and analysis of previous scenarios and enables the best assignment of personnel for future events.

Voice recording is becoming more prevalent in other security-related areas and has been utilized effectively by water and energy providers, towing services, taxi dispatch centers, radio stations, public transportation operators and, of course, airports. Aviation control centers must archive every type of communication, and in critical situations innovative recording solutions let tower staff focus their entire attention on the situation at hand.

Public institutions and companies in every sector receive threatening calls. Voice recording should therefore be connected to every telephone system to preserve suspicious calls in their entirety at the push of a button. This capability protects company employees and the customers under their care.

Customer satisfaction and loyalty are based on the service quality of the center. Systematic quality measurements and continuous quality monitoring of customer

communications provide a comprehensive overview of standards already implemented by management. Quality monitoring collects communications between end customers and agents, analyzes and evaluates them, and ultimately shows how to optimize interactions.

Comprehensive quality monitoring helps to integrate contact center communication processes into the overall company strategy. Work processes in the center and staff deployment plans can be optimized and agent knowledge improved through e-coaching and e-learning.

Call recording and quality monitoring provide a logical basis for decisions designed to increase productivity, improve communication content and provide customer-centric interactions.. For these reasons it has spread from call centers to service providers, lotteries, mail-order firms, advertising, subscription marketing and many more. ☐

For more visit asctelecom.com.

CLARUS THREE Cs

Continued from page 3

He believes that an effective, proactive troubleshooting strategy requires a founda-

tion built on the three C's – customer satisfaction, cost management and comprehensive problem management. By taking this approach issues are reported, identified, resolved and verified without impacting end users during business hours.

The first C increases customer satisfaction by focusing on problem identification. The second concentrates on cost management by quantifying the impact of an end user, which enables support organizations to properly prioritize problems, manage resources and the client. Tying it all together, the third C eliminates trouble through a comprehensive problem management strategy that builds a template for success and a methodical process to drive towards root causes.

“Operations teams must adopt problem management methodologies as an integral part of a best practices strategy. In the end, team members can rest peacefully without agonizing about the number of calls and trouble tickets to expect on any given morning,” McGowan concluded. ☐

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