



CRITICAL CALLS YOU NEED TO CAPTURE

Every day, the content of important conversations like these can critically impact your organization

- *"Allow me to confirm your order"*
- *"I need to change my retirement fund contributions."*
- *"Liquidate my shares of XYZZ if the price drops below 130"*
- *"Administer 500 mg of amoxicillin to the patient tomorrow."*
- *"Here's why I selected your company's product..."*
- *"We have just received a threatening phone call."*
- *"I will agree to settle this claim for \$1,500."*
- *"No, I did not signal before I changed lanes."*
- *"The property has no liens and is ready to sell."*
- *"This is to inform you of an important product recall."*
- *"I'll have the payment to you by this coming Friday."*

Why You Need Call Recording

LEARN THE BENEFITS CALL RECORDING PROVIDES AND WHY NO COMPANY SHOULD BE WITHOUT IT

Everyday, companies strive to succeed by expanding their customer base, penetrating new accounts, streamlining operations, and avoiding costs. Call recording is one of the surest means to address each of these goals, and can dramatically improve profitability and operational success. And now, it's easy to implement and affordable to almost any size organization.

CALL RECORDING BOOSTS REVENUES

It's no surprise that maximizing revenue is the single most important way to build a profitable business. Call recording can help boost and secure existing revenue streams, while improving your ability to create new ones.

Keeping your customers happy- Maintaining total customer satisfaction is a daunting but necessary goal for every company that wants to build revenue. Call recording is one of the most effective means for keeping your customers delighted. How?

- **Service Accuracy-** Refer back to previous customer conversations and ensure against errors in fulfilling customer requests.
- **Service Proficiency-** Leverage recorded conversations for employee training purposes, resulting in greater skill in handling customers.
- **Service quality-** Often when personnel are aware that their calls are being recorded, that's all you need to ensure that customers receive top quality service

Capturing Customer Intelligence- Call playback can be used to gain invaluable intelligence into opinions, needs, perceptions, trouble spots, and preferences of a specific customer or an overall market. All of which can be leveraged to better serve customers, improve target marketing, and most importantly, pinpoint new opportunities. As a powerful tool for market insight, call recording lets you spot trends and respond proactively.

Aiding the Sales Process- Sales teams will find call recording so useful that they will wonder how they ever lived without it. Listening to customer calls lets them prevent miscommunications, review customer requests, evaluate their sales techniques, and improve overall selling abilities.





REDUCING OPERATIONAL EXPENSE AND PREVENTING INCIDENTAL COSTS

Finding new ways of reducing operational costs and protecting against unnecessary expenses is the job of every good manager. Call recording is an extraordinary tool for dramatically reducing the cost of doing business while also helping prevent large unforeseen expenses. Call recording enables these savings via...

Lawsuit prevention- Minimize the risk of frivolous lawsuits by capturing indisputable evidence of what verbal communications took place, or sometimes more importantly, what communications did not take place. Guard against liabilities and potentially enormous expenses resulting from today's litigious climate.

Efficiency & Productivity- Train personnel more efficiently and effectively by allowing them to listen to previous calls. Better training means greater staff performance and productivity.

Prevent Employee Behavioral Issues- Episodes of misconduct among staff members are all too common and can include bribes, threats, harassment, and inappropriate language. Call recording can save companies from the costly consequences of not guarding against internal

issues, including incident tracking by human resources departments, harassment claims, poor staff retention, and loss of employee productivity. When employees know they're being recorded, misconduct is often avoided altogether.

Threat Prevention & Tracking- Nothing can bring a business to a halt faster than a menacing episode or threatening call. Call recording allows you to permanently capture offenses and provides evidence to take legal action.

Resolve disputes- Protect your company from the cost of handling inaccurate claims and improve your ability to manage and settle disputes. Very often, merely the offer to replay a prior conversation is enough to diffuse a conflict.

Avoid miscommunication- Whether the conversation is with an internal party or external party, miscommunication can negatively impact staff productivity. Conversation recording ensures that the job gets done right the first time and enables you to maintain a record of all interactions, transactions, and commitments made to any party, whether internal or external.

THE VALUE OF CALL RECORDING THROUGHOUT AN ORGANIZATION

Customer Service /Customer Care

- Monitor service quality to customers
- Capture market intelligence
- Verification of orders and requests
- Capture customer testimonials

Legal

- Verbal agreement verification & proof
- Evaluation of negotiation techniques

Operators / Administrators

- Capture threatening calls
- Monitor service quality

Billing / Collections

- Verbal agreement verification & proof
- Evaluation of negotiation techniques

Human Resources

- Employee statement/claim verification & proof
- Employee benefit selection verification & proof
- Prevent employee misconduct & harassment

Sales

- Capture customer intelligence
- Verification of orders and requests
- Evaluation of selling techniques

Technical Support

- Monitor service quality to customers
- Capture customer intelligence
- Pinpoint product issues

Senior Management

- Verbal agreement verification & proof
- Evaluation of negotiation techniques

For more information on Engage Record and the complete Engage Contact Center Suite, contact your authorized telecom equipment reseller or TelStrat.



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Rev. 2L 09/11