

The Benefits of Call Recording

Introduction

Organisations today are faced with many challenges. It's a highly competitive world in which our customers have many choices when it comes to buying any goods and services.

Retaining existing customers, controlling costs and seeking competitive advantage have always been difficult goals and a challenging economic environment only adds to that difficulty.

Many companies and organisations however, thrive in such circumstances and this guide seeks to show one way of achieving those goals through the effective use of communications.

There can be no doubt that the pace of technological developments and change within the communications world has accelerated in recent times – the Internet alone has demonstrated this to us all and opened up a myriad of commercial opportunities – and threats for business.

For small to medium enterprises (SMEs), often without in-house technical skills and experience to determine which communications products and applications are best suited to their business, the prospect of using technology for commercial advantage can be daunting.

Get it right and the business could be transformed. Get it wrong and it could be an expensive mistake that could have more than a financial cost.

Call Recording

The ability to record calls is often regarded as the preserve of large companies with big budgets but for some time this myth has been well and truly dispelled by the number of excellent, cost effective, yet fully functional call recording systems now available for the SME.

There are some key issues to consider when purchasing a call recording solution.

1. Ease of installation and use.
2. How easy is it to find and playback a call recorded some time ago?
3. Does the call recording software integrate with other applications? For example, with Call Management, so that if you click on a call record you can also play the call recording? That's what 'joined up' applications should do!
4. How secure are the recordings and their archives?
5. Can the call recordings be securely accessed by remote staff or branch offices?
6. Can the recordings be saved in a format suitable for email attachments between colleagues?
7. Is the call recording system suitable for use as a staff training tool to improve individual performance?
8. Does the call recording system comply with legislation?

This last point is interesting and significant. In the UK, call recording is legal and there is no need to tell a caller they are being recorded although many companies do so out of politeness.

The legislation surrounding which type of calls MUST be recorded is however more complex.

In essence, the Financial Services Authority (FSA) has issued guidelines which state all calls where money is transacted must be recorded. This is not just about City Stockbrokers but is also required when you are selling any form of product or service. And, if you are taking customer credit card details then further rules are in place but you can check these rules and guidelines yourself on line at www.fsa.gov.uk.

Benefits

Call recording today brings benefits to most companies and organisations.

The range of uses to which call recording is now being applied has expanded greatly. Users can now opt for solutions that record 100% of calls – essential in businesses that need to record calls for legal or compliance reasons.

The functionality of call recording solutions today goes beyond the simple recording of calls. You can now automatically analyse what is going on in those calls: from assessing the effectiveness of call handling scripts, to identifying customer service trends or spotting product mentions in calls.

Call Recording Benefits

1. Staff performance monitoring
2. Campaign and promotion evaluation
3. Training support
4. Improve customer service
5. Regulation and code of practice compliance
6. Record transactions
7. Provide helpdesk replay reference



Buying Tips

If you have an IP PBX system and are making calls using voice over IP (VoIP) make sure the call recording system you choose is capable of recording IP based conversations as well as 'regular' calls.

Pricing: Simple, easy to use call recording applications for small and SOHO (Small Office Home Office) organisations range from around £250 to £2,000. Thereafter, they scale up quite quickly as the number of users rise and the degree of sophistication follows. Most high end vendors have adopted a modular strategy meaning that the basis call recording, retrieval and playback is supplied as a more cost effective 'platform' upon which further application options can be built. This is useful for budgeting purposes.

1. Ask for a demonstration – see how easy it is to use.
2. Ask for reference sites – customers of a similar size and functionality to your own business. Don't be afraid to speak to them and ask questions.
3. If your business is growing then make sure that the system you buy today, has the capacity to expand to meet your future needs.
4. Check out not only how and where calls are recorded but also how they are archived. Using tapes should be avoided; most will record to hard drives so ask if anyone on the network can play them back – with security clearance, of course.

Call Recording For Mobile Phones



The use of mobile phones in offices is growing exponentially. It's a fact that users would rather use their smartphones, Apple iPhone and BlackBerry for example, to make business calls than they would their deskphone.

Demand for call recording on mobile devices has increased since the Financial Services Authority enforced the recording of all transaction conversations in the equity, bond, derivatives market and, in the autumn of 2010, removed the exemption on mobile phones.

Additionally, as financial austerity continues, many organisations across the private and public sectors will be generally looking to improve efficiency and nullify disputes by having the ability to record phone conversations on all devices.

Buying Tips

1. Look for a solution that can record mobile and fixed line calls together in a single user interface.
2. Products and applications should be able to capture and retrieve calls with the minimum of fuss for regulatory compliance or for business improvement through higher levels of customer satisfaction.
3. Solutions should be able to work with all network technologies - ISDN, SIP and VoIP - in whatever combination and includes high level encryption.

Key User Benefits

1. Dispute Resolution - Calls can be found quickly and an extract of the call can be emailed to a client to confirm contract details.
2. Compliance Demonstration - It is quick and easy to show that compliance rules have been followed.
3. Quality Monitoring - Calls can be reviewed to ensure that all clients have been dealt with professionally at all times.
4. Performance Improvement - Recorded calls help staff to develop their telephone and telesales techniques.
5. Conference Facilities - Share conference calls and online meetings with business colleagues.

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