



Monitor

The Call Recording Newsletter

summer 2007

Can using analytics with call recording really save £1m in two years?



Using the recent Leeds conference 'Improving Performance in the Contact Centre' as a platform, a NICE customer was quoted as saying they could potentially achieve cost savings of £1m by using analytical software tools over a two year period. This example was reinforced by a case study from WPS Health Insurance who are early users of this technology.

We explore the claims and look at the facts...

According to Datamonitor there is "a growing move to provide competitive differentiation through superior customer service." This can be achieved using tools such as advanced analytics, which consolidate data from both IT and Telephony systems across the


enterprise. The NICE SmartCentre suite in particular adopts a multi-dimensional approach that incorporates sophisticated features such as word or phrase spotting, emotion detection, and screen recording to highlight how agents navigate their workstations whilst interacting with their customers.

The culminating result of successfully bringing together these information strands is powerful; management have the ability to extract data and turn it into meaningful information. Market trends and operational issues that have previously taken weeks to establish can now be identified in a matter of days and the appropriate action, be it remedial or the enhancement of an existing process, can be applied rapidly.

Case Study

Abbey Legal Protection use VoIP Call Recording as a Unique Differentiator

Operating for over 15 years, Abbey Legal Protection (ALP) is a business-to-business insurance provider specialising in the delivery of legal protection products and services. Supporting employers against potential legal action from employees and 3rd party contract disputes, ALP mitigate insurance claims by giving guidance and advice.



ALP wanted to implement a call recording solution aimed at improving the quality of service provided to their clients. Handling over 1,000 calls per day, agents identify whether the call is commercial or employment related as each scheme has a dedicated hotline. With such a large amount of data and calls being handled on a daily basis, an effective solution was imperative for quality measuring purposes and on-going training. Working with Business Systems, ALP implemented the Vocal EvolP solution, a VoIP platform consistent with their long term IT strategy.

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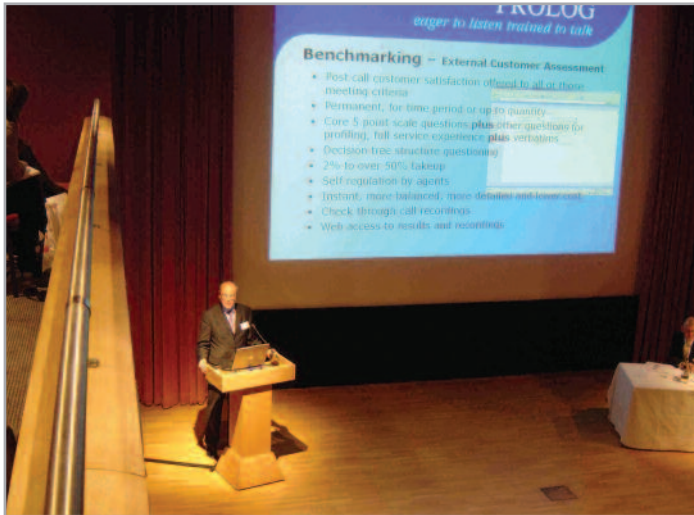
So how do you identify whether such tools will save you money? As you would expect this is the killer question, and achieving the big financial wins from this technology is all about the ability to turn the theoretical usage into practical application. Our findings show that significant savings are possible through streamlined management intervention and the redeployment of expensive resources to where they're

most needed. However what you need to bear in mind is that the financial returns achievable are only limited by appetite for aligning individual performance with corporate objectives and scale of business.

To read the full article go to www.businesssystemsuk.co.uk/save1m



Customer Satisfaction Surveys come out top at Leeds



Experience shows the way...

The success of the Leeds conference 'Improving Performance 2007' proved yet again that those in the Contact Centre industry are determined to raise the bar on performance and that the stated goal of the Customer Contact Association- "to drive professionalism in customer contact centres", was indeed the objective for many.

There is no doubt that knowledge is the key and the combination of benchmarking and experience are invaluable. Promotional Logistics (Prolog) probably run one of the best call centres in the UK. Constantly in the top quartile of league tables you have to ask why – so we did and got Paul Miller, their Call Centre Director to explain what works for them.

As with most successes the process was disarmingly simple. Considering industry statistics show that 91% of consumers have a bad contact centre experience, the process of measuring your own customer satisfaction levels and then benchmarking against the industry is the logical starting point.

Getting true customer feedback,



quickly and simply is the key and this goes beyond the typical postcard responses. Prolog uses a hosted in-network Customer Satisfaction facility from OPEX providing a number of benefits. Firstly and most importantly, the customer feedback is hot immediately following the conversation with the agent and therefore it is relevant. Secondly, the customer's comments are automatically graded by the system and forwarded real-time to call centre operations staff – simple but so effective!

Quality monitoring also figured highly and offers the ability to manage agents more effectively whilst assessing the accuracy of what they are saying to customers. Used in the right way, monitoring is one of the essential tools to ensure agents are performing to the

In-network news-on-the-go

Avoiding OFCOM fines is not rocket science

An intelligent predictive dialler, with OFCOM compliant outbound calling services is just one option!

OPEX Hosted Telephony Services have just launched OPEX IPD. Enabling small and large organisations to enjoy the productivity benefits of automated dialling, it maximises resource without high capital outlay. It uses the OPEX hosted model, enabling organisations to 'Pay-As-They-Go'.

This solution works differently to 'Progressive' or 'Power dialling', reducing silent and abandoned calls by predicting what calls and customer information records are needed, according to the agents available. The system only presents answered calls to available agents. It ensures it does not recall customers within the OFCOM regulated time period and that a valid CLI number is presented to the customer.

OPEX IPD detects when an agent logs in. The agent's telephone is 'pre-dialled', OPEX IPD calls consumers and when receiving an answer 'data-pops' the consumer's information to the agent at the same time as connecting the call. When the call has ended the agent waits for the next call from the system. It can be administered via the web making scripting changes simple and inexpensive.

For further information or a quotation, contact salesmanager@opexhosting.com or call 020 8326 8326.



right standards consistently. Calls are being evaluated on a wide set of parameters and assist in trend spotting so that appropriate action is taken to eliminate bad practice. However, a note of caution, there is the danger that evaluations can be inward focused without measuring the true customer experience and what they want from the call.

Depending on what you want to achieve, both solutions work. Customer Satisfaction Surveys empower the

customer to comment on aspects of your service you may not have even considered reviewing. However, it won't necessarily tell you whether your agent adhered to the script and mentioned the special promotion you were running that day – it's all about balance!

If you want to find out more about the customer satisfaction facility provided by OPEX, email salesmanager@opexhosting.com

A new addition to the family - the Mirra Series IV coming soon!

Do you want more choice when choosing a call recorder?

Business Systems is enhancing its small recorder range with the addition of the new Mirra Series IV product.

This new call recording system records up to 48 channels and has as standard 8kb/s and 64kb/s compression. The technical among you will be pleased to note that similar to our Vocal EvoLite, the Mirra Series IV has a Linux operating system, meaning a more reliable and resilient system for mission critical recording.

The online storage capacity is 50,000 hours with an optional 4,800 hours of offline storage. It is the first product in our small recorder range

that will eventually have the option to archive to both DVD and USB Drives, offering you more flexibility. It is built on a platform of future proof technology and comes with a state-of-the-art web based application suite for full control and operation.

For all you Mirra Series II owners out there - the product is still being supported by the manufacturer up

until March 1st 2011 and Business Systems will continue to support it and hold parts well beyond that date.

We pride ourselves on offering a complete range of products for all budgets and will continue to grow our range depending on the needs

of our clients and the quality of technology out there.

If you want to receive more information on this product as soon as it becomes available please request this via our website.



Compliance with MiFID may be easier than you think!

The right technology for compliance and better business processes ...

The 'Markets in Financial Instruments Directive' (MiFID) comes into force in November 2007. Those companies that are looking to comply with this directive will need to demonstrate that they have applied best efforts to give their clients suitable and appropriate advice. This will need to be evident with processes that show best execution, transaction reporting and record keeping.

With the emphasis squarely on market transparency, firms will need to hold auditable transaction data and make provisions for regulatory reporting in case of enquiries. This will mean reviewing and updating processes for

recording and retaining all customer interactions and transactions.

There are a number of options open to you. For example by upgrading your existing call recording system you can apply screen and call recording, matched business data and data storage recovery solutions.

The full MiFID document with more details on solutions can be downloaded from our website at www.businesssystemsuk.co.uk/mifid





PROJECT MANAGERS CASEBOOK – POTENTIAL GOTCHAS

What not to record – ‘open’ headsets and other events

When looking to implement a voice recording system, ‘open’ headsets is something that can get overlooked and only comes to light after the event. Unfortunately that’s when you discover the associated problems and by then, it’s too late.

So what’s the problem and how does it manifest itself? It’s really quite simple; with the headset being ‘open’ all the time anything that an agent says triggers the recorder and keeps it

operating all day long. This means that the recorder does not register individual calls; instead it registers what appears to be one very long call from the start of the day until the agent goes home. As you can imagine this makes retrieval of any specific call nigh on impossible and leaves managers asking – “who bought this system.”

To avoid these embarrassing or career limiting situations you may need to consider a ‘selective’ recorder. These

systems record only when they meet predefined criteria and this means, things like ‘open’ headsets can be accommodated as one of the predefined rules. The same is true for individuals and therefore these people or departments can be screened out as required.

Beware; Selective recorders are in essence driven by a CTI event and therefore reliant upon call information from the switch, when this fails (and it

will from time-to-time) recording stops – which is a bit of a bummer!

Our summary:- Selective recording ranges from being perfect in some instances to totally wrong in others. The best solution for you will depend entirely on your situation/requirement, so do a DNA (development needs analysis) or call in someone with expert knowledge.

The Monitor’s Newshound

Here’s a bit of history with a dash of rarity

Anyone who has a little bit of the philatelist in them will know that the ‘penny black’ is a rare old find and as a result, is a very welcome addition to either your stamp collection or pension fund. The recorder shown here does not fall into this class, old and rare it may be but welcome it is not, unless of course you are desperately looking for 300 kilos of landfill.

This product was called ‘Voicelog’ and for the technically inclined, it was configured with twin decks, 10½ inch tape spools, 24 hour run time and a whopping (at the time) 64TPI.

It was released by Callog at the height of the London banking boom in 1987 when you couldn’t buy a call recorder for love nor money. Despite the obvious ‘sellers market’ London dealers (who are a sharp lot and know a good deal when they see one) stayed away in droves and Voicelog quietly slipped into a well deserved obscurity.



ALP Case Study continued

Using an entirely software-based solution, the Vocal EvolP categorises IP calls by date, start/end time, call duration, channel or IP address; and then stores them on the company’s server. Vocal EvolP uses the Windows operating system and is fully integrated within a Mitel environment and offers extension side recording so that ALP can selectively record based on their business rules.

The Vocal EvolP offers multiple search and re-play applications, which means that staff don’t waste time handling unnecessary calls. According to Toby Clarke, Group IT Director, Abbey Protection Group “one of the key benefits of the system is the ease of recalling and playing back calls. The application is a business tool and users can quickly access the required calls without IT intervention.”



ALP now use their call recording solution as a unique selling point when talking to prospective clients. They can talk about the quality management element of their service, as call recording is not an industry requirement; ALP is unique in that respect. Toby Clarke comments, “From a customer service point of view the call recording is now paying dividends.”

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