



PROJECT MANAGERS CASEBOOK – POTENTIAL GOTCHAS

Call Recording & PCI Compliance

The question we got asked most frequently in 2009 had to be: 'is my call recorder PCI compliant?'

Unfortunately there is not a simple 'yes' or 'no' answer to this question because the question itself does not correctly address the issue.

The correct question is: 'what do I need to do with my call recordings, systems and processes to ensure that I meet PCI compliance?' That is a very different and far more complex question, the answer to which will depend on your specific business processes.

The following will point you in the right direction if you are starting down the PCI route. It begins with a visit to www.pcisecuritystandards.org/security_standards/pci_dss.shtml and download of the official document. This explains the PCI DSS (Payment Card Industry Data Security Standard) and the security that your company must have in place to protect data if it is to meet compliance. Because there are so many variables in the way data is captured and handled, definition of



processes is a matter of interpretation, assessment and audit.

Based on the work involved it is not surprising that some organisations have appointed QSAs (Qualified Security Advisors) to handle the task, but be warned, advice can be conflicting because this is essentially a nascent area of QSA and many advisers are short on experience.

Some examples we have seen in the last year have stated that as long as you have physical safeguards and password protection in place then this should suffice. Others have recommended the use of media encryption, whereas some advocate switching off the recording process when credit card details are discussed. Not all suggestions are practical and alternatively you may find that common sense leads you to better solutions; examples such as the division of data storage so that information cannot be correlated or simply providing more security may be far more practical and cost effective.

Above all remember, your PCI processes should work in harmony with your call recording system which (depending upon age) may require some attention to meet operational compliance, in which case your supplier's professional services team should be able to help.

Contact your account manager for more details or call us on 0800 458 2988.

Moveme.com case study continued...

During the conversation the system intelligently prompts agents with appropriate reminders dependent on the information they have captured during the call. Following the resolution of a call, a raft of automatic emails and reports are generated, saving agent time on administration and benefiting the home mover considerably.

Mark Cunningham, Founder and Commercial Director at Moveme.com, commented, 'the solution provided by OPEX Hosting and Aeriandi enables us to deploy things at sprint speed, so when we make changes to our website, we are able to reflect these changes in real-time in the telephony centre, so our off-line services effectively match those on-line.'

Mark Cunningham, concludes, 'ultimately a conversation can change the way everything operates and with this technology you can test changes with one operator and scale it across the entire floor within minutes.'

For the full version of this case study visit www.businesssystemsuk.com/news.asp or call 0800 458 2988.

Job Vacancies at BSL

Business Systems are looking for self-motivated and passionate individuals to become part of our winning team. We are one of the most successful and respected companies in our field of servicing the contact centre and finance industry.

Positions include:

- Internal Sales Manager
- Sales Executive
- Project Manager
- Customer Service Manager



If you would like to be part of an exciting and expanding company in 2010 then contact our HR department for further information by emailing personnel@businesssystemsuk.com.



Monitor

The Call Recording Newsletter

winter 2009/10

Mobile Phone Recording – comes of age

Providing users of mobile phones with the same level of protection and security as their 'landline' based colleagues is a customer message that has grown in intensity in recent years. So much so that demand has been driving technical development and the first systems designed for corporate usage came into operation during 2009.

This article provides a summary of the technology being used and how specific customer requirements are addressed.

Our first question to customers looking to implement this technology is: 'What is the reason for recording the call and what are the ramifications if the recording did not take place?' The answer to this question neatly defines the nature of the call and the technology that must be used. Where the answer denotes that calls 'must' be recorded in line with a specific compliance or industry regulation, then secure rules-based, tamper-proof technology must be used to ensure adherence. Where 'compliance' is not an issue then a wider choice of open network technology can be applied.

Business Systems saw a significant take-up of mobile recording applications on 'open network' technology during 2009. This was primarily in



the public service sector where continuity and operational contingency were the principle drivers as a result of the 'Swine Flu' pandemic. The technology applied to this application uses the 'Call Craft' suite from OPEX Hosting; in this instance the call is recorded in the cloud and (based on requirement) is either retained in a secure

storage environment or the file is transferred to a predetermined customer storage facility.

'Compliant Recording' for mobile phones is a more complex arrangement because the technology needs to meet the demands of the overseeing regulatory bodies, the finance industry being a prime example. When the FSA mandated last March, that all electronic communication within specific market areas must be captured, a special exemption was made for the use of mobile devices because the technology at that time was incapable of providing the functionality required. Today that is no longer the case and mobile technology can now accommodate these working practices. The FSA has already announced that in mid March it will commence the consultation process on whether to remove the COBS 11.8.6.R (1) recording exemption.

The technology for Compliant Recording is rules-based so the headline criteria means that the application must be locked to the phone and the user has no option to make or receive a call that is not recorded. In addition, it must also be tamper-proof so that no recording can be accidentally lost or deliberately destroyed after the event. The technology applied to this application uses BSL

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Case Study



Moveme.com achieve call centre fluidity

Moveme.com take the stress out of house moves by providing a concierge service which assists people with planning and organising the move, getting local removal quotes, transferring utilities and providing price comparisons for home services.

To optimise their outbound customer contact process, Moveme.com appointed OPEX Hosting to provide telecoms functions for preview dialling, call recording and Aeriandi's Liquid scripting tool. Liquid Scripting is a hosted interaction management tool which manages the data feeds coming through from affiliate organisations, outbound campaigns are then scheduled to contact potential customers with the offer of assisting with the move.

The business has seen a real difference in their overall profit margins, due to the optimum logging, assessment and prioritisation of incoming leads. Using the agent interface and hosted preview dialling technology, the system automatically brings up the next lead to call and incorporates 'click-to-dial' technology. The system also saves time on calls by providing the ability to quickly reschedule call backs when appropriate.

As part of the solution, all calls are recorded by OPEX Hosting for quality monitoring purposes and this is integrated with the interaction management tool and dialler.

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Catching up on - Industry insights

The annual conference 'Improving Performance in the Contact Centre' received a record number of attendees in November, which only goes to prove that this is still a centre-stage event for the call centre industry.

For those of you that missed the event here are the highlights:- there was excellent contribution from two of the industry's leading digital editors Jonty Pearce of Call Centre Helper and Jon Snow of Call Centre Clinic. Top of the list was addressing issues such as employee retention and motivation with both recommending ways to motivate employees. One of the most novel stories was the introduction of 'duvet days'; these are days where staff can ring in and say that they won't be coming to work and the day is then deducted from their annual leave allocation. Findings show that employees stay more motivated with the flexibility offered and the company's absenteeism is reduced because staff are not 'throwing a sickie'.

“ The only way to lead out of a recession is to lead with customer service ”

In the 'big bucks' saving department Anna Convery, CMO of ClickFox, explained how a leading telecoms service provider retained over 1,500 customers a month and an estimated \$20 million in revenue due to deployment of their CEM (Customer Experience Monitoring) solution - definitely an area for examination for the large B2C contact centre. The new CEO of the Institute of Customer Service, Jo Causon, discussed what keeps CEO's awake at night in times of recession and why service matters if you want to get 24% higher net profit margin and 71% higher profit per employee. Jo finished by commenting: 'The only way to lead out of a recession is to lead with customer service'.

All presentations can be found at www.businesssystemsuk.co.uk/events.asp or call 0800 458 2988 for more information on future events.



Mobile Phone Recording – comes of age... continued.

Compliant Suite which provides locked routing of all calls to and from the mobile devices and recording takes place on the corporation's existing call recording platform. SMS and IM (instant messaging) is also handled in the same manner and seen as necessary to satisfy the FSA regulations. In most instances there is no reason for customers to change existing mobile handsets, carriers or recording platforms.



The BSL Compliant Suite is available in either an On-Premise version as described above or as a cloud application via its sister company OPEX Hosting. The hosted solution

has usage-based charging, requires no capital expenditure and is ideal for smaller organisations with no current recording capability or larger corporations that are looking to outsource their establishment costs.

In conclusion, the ability to record mobile devices in the same manner and at a similar cost to traditional landline devices has truly come of age. Not only do we have the protection afforded by the recording but also additional business benefits that the mobile environment provides, this being greater working flexibility and communications contingency as seen with the flu pandemic and snowbound disruption around Christmas and New Year.

For more information please email recording-mgr@businesssystemsuk.com or call 0800 458 2988.

Does your system need a health check?

It's never a good idea to leave your system unchecked until something goes wrong but so many companies take the 'if it ain't broke, don't fix it' approach. However, what if something did go wrong and calls weren't recorded? It would result in serious consequences for those who record for compliance or dispute resolution. To solve this problem, Business Systems recommend a system health check, which can be achieved at a relatively low cost.

Maybe you're experiencing intermittent problems with your recorder? Maybe you don't receive the support you need from your manufacturer? Or maybe a health check is simply just a good idea to prevent mishaps and secure your voice infrastructure now and in the future!

Whatever the reason, Business Systems offers a health check service as a preventative measure to ensure continuous service and to assure you achieve maximum performance from your recording solution. Whether your system is NICE, Verint, ASC or another leading voice recording manufacturer Business Systems can offer health checks and support on most systems. In addition, if your system is reaching or has passed its end-of-life Business Systems are able to continue supporting the products long after the manufacturers support has ceased. With an extensive range of spare parts, engineering excellence and high quality customer service - your system will be in safe hands.

To find out more email recording_mgr@businesssystemsuk.com or call 0800 458 2988.



Police forces welcome the new 'CODES' recording system

Developed exclusively for police forces as the next generation of interview suite recording, the CODES system was previewed to a select group of officers at an invitation-only event in November.

The system, developed jointly by Business Systems and Damovo received a warm response from officers as it was clear to all that the product design had taken into account the exact nature of the interviewing officer's role. The system goes on general release in February.

CODES, which stands for (Complete Online Digital Evidence System) has been developed to meet the needs of today's police forces and replace the analogue cassette recorders currently used in interview suites. Designed as an end-to-end digital system, CODES fulfils multiple applications which police forces can implement on a module-by-module basis as necessity dictates or budgets allow.



At the entry level, CODES provides standalone interview recording software pre-loaded onto ruggedised laptops. These devices with touch sensitive screens provide simple error free audio and video recordings and the immediate production of a copy of physical media for the defendant.

When a police force is ready to take the next step, without change to the equipment in the interview rooms CODES becomes a central server application integrated with the force's Custody Management System making interviews available only to those who are authorised to have access to them as secure digital files over the police secure network. It also includes a transcription module enabling turnaround of transcriptions in a matter of minutes, and a data search module allowing for immediate location and playback of digital interviews.

In time it is envisaged that CODES will enable sharing of interview data across the wider Criminal Justice System and between collaborating police forces.

CODES also ensures compliance with current and future MoPI (Management of Police Information) directives, along with the two new PACE (Police and Criminal Evidence Act) Codes of Practice, E and F.

A complete CODES 'interview room' has been installed at Damovo's Horsham office so police officers can experience at first-hand the full evidential interviewing process. **A white paper and short video are also available upon request.**

For a copy of the white paper and video or to book a product demo at Horsham email marketing@businesssystemsuk.com or call 0800 458 2988.