



## Our Customers Speak for Our Solutions

### An OAISYS Case Study



With more than fifteen thousand customers in North Central Florida, Crime Prevention Security Systems (CPSS) in Gainesville has plenty of homes and businesses to keep safe. Founded in 1975, the company provides security and fire

protection systems, as well as system monitoring and home entertainment solutions. The firm also operates a high volume 24-hour contact center to help keep their customers safe.

To better protect themselves against liability concerns, CPSS worked with their reseller, Communication Systems, Inc. (ComSys), to install an OAISYS Tracer call recording and monitoring system. CPSS began realizing the benefits of the Tracer system almost immediately.

"The biggest added benefit is call-in leads," said CPSS vice president of operations, Jorgia McAfee. "I can't tell you how many times we've gone back to a call recording to get correct lead information, such as miswritten phone numbers. It's saved us from many potentially lost opportunities. If we hadn't had Tracer in place, there were numerous sales we could have lost that would have impacted our revenues."

Tracer gives businesses end-to-end documentation of their conversations as it automatically records, stores and organizes telephone conversations in a central, secure server.

Using a variety of audio connections, telephone system integration and recording triggers, users can target those conversations that have lasting impact on their business. Through the Call Monitor option, users can selectively listen to calls as they occur.

These features benefit the entire organization through unlimited user accounts for search, playback and sharing functions. Authorized users can view all recordings or a restricted selection, based on factors such as telephone extension numbers and inbound numbers dialed by callers. Tracer gives every authorized user secure access to encrypted recordings anywhere, anytime they are needed, through an easy-to-use Web interface.

## Crime Prevention Security Systems Gainesville, Florida

"We wanted to be able to tie our telephone calls to our dispatching information," McAfee said. "That way, if we needed backup information, we could use the recordings in court." The Tracer watermarking feature proves the recording file has not been altered, which substantially increases ease of submission and evidence credibility. McAfee added that in one specific case, in which the recordings were admitted into evidence, "things went very well."

CPSS also uses the Tracer recordings for employee training, motivation and monitoring. "We use it for quality control and spot checks. We play calls that are handled particularly well back for our agents. We also have them as a counseling tool when calls aren't handled well," McAfee said.

Since installing Tracer, McAfee says operations have improved at CPSS and at their partner division, Custom Home Entertainment. "If a customer complains about service they received, we're able to play the call back for them. It eliminates the need for he said/she said situations and is very effective."

McAfee also touts the great relationship her company has with ComSys. "They've just been wonderful to work with. They have a great response time if we have any service issues, which are few and far between. We've even been glad to help them in situations where they've demonstrated Tracer using our system. We have a great working relationship with ComSys."

Margarita Purvis, the major account sales representative with ComSys, has similar praise for their customer. "This is a really smart company," she said. "They have gotten much more out of Tracer than they were originally planning because they've been open to new opportunities to use it. Now, rather than just a compliance and liability protection tool, they've integrated it into their sales and training methods and it's helped them out tremendously."



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