



Choosing a Contact Center Call Recording Solution: The Big Picture

Modern contact centers are acutely aware of the benefits to be realized from recording calls to monitor and evaluate agent performance. Consistent monitoring, evaluation and management of contact center interactions is the single most effective means of improving customer service. However, there are many key factors that should be considered when selecting a call recording and quality assurance solution that will satisfy current and future business needs.

Return on Investment (ROI) and Total Cost of Ownership (TCO) are important considerations when evaluating the purchase of a recording solution. The overall cost of, and projected return on, this investment should influence a solution choice that addresses immediate business requirements, while also anticipating evolving organizational structure, workforce change and growth and the ability to maximize existing infrastructure technology.

Tracer, the industry-leading contact center management solution from OAISYS, meets those requirements, delivering enterprise-class call recording functionality and advanced quality assurance, personnel development and reporting tools. Tracer seamlessly integrates with leading business communications systems and most standards-based IP and legacy TDM systems.

Tracer affordably, simply and directly addresses the call recording and quality assurance needs of small- to medium-sized businesses and multi-site large enterprises. Combined with OAISYS dedicated customer service, support and training, continuous customer-driven product enhancements and an open standards philosophy, Tracer is an easily deployed and "future-proof" investment. Robust

functionality that transcends simple call logging capabilities, combined with these "value-adds," is critical to a successful call recording solution implementation.

Phil Wishart, Director of Client Services for AllPoints Food Service Parts & Supplies and an OAISYS Tracer customer, is a 20-year veteran of the contact center industry. Wishart has extensive experience using many different call recording solutions throughout his contact center career, and feels strongly that vendor responsiveness to product enhancement requests is vital to long-term customer satisfaction.

"The enhancements in the latest release of Tracer were dead on with what I needed. I wanted a way to pull random calls for evaluation purposes, and that was added. I wanted to streamline my evaluation process with unlimited evaluation questions, and that was added. That kind of reaction to customer input is hard to find from most vendors, and its value can't be overstated," said Wishart.

Solution versatility is also especially important. Management should be empowered to affect contact center interactions in real-time as well as after the fact. Tracer allows supervisors to monitor calls live as desired or automatically, coach agents via integrated instant messaging and add notes directly to calls to capture observations "on-the-fly."

"Anytime I have a call that lasts over 10 minutes, it usually indicates a problem issue. Those pop to my screen, and I can instantly plug into what's going on," Wishart said. "If there is an issue, I, or one of my other managers, can jump in to help out. That's tremendously helpful."

Installation, setup, configuration, training and ease-of-use can ultimately affect TCO in a greater way than the initial purchase

cost. Wishart found Tracer to be distinctly superior in these areas.

"To find, listen to and score a call, it is self-explanatory. It's well thought out, the buttons clearly represent their intended function and everything is just so easy to use. Literally, I was up and running within an hour once it was installed, and I started listening to calls. The other software out there isn't that intuitive. It has to be customized or programmed and takes quite a bit of training to understand how to use it."

Impact on workforce productivity and improved ability to respond to customer needs are key metrics for achieving the greatest possible returns. A solution that most effectively addresses these concerns will deliver optimized business value.

For example, Tracer provides free, unlimited, permissions-based user access to record, search and play back recordings, even to those employees outside the contact center walls, extending the benefits of call recording throughout the enterprise.

Changing how existing business applications are used and doing more with them can maximize value. Tracer's free, system-level and Web Services Application Programming Interface (API) enables integrations with various predictive dialers, ACD and other contact center applications as well as commonly used business applications, such as Microsoft Outlook®, Salesforce.com and Microsoft® Dynamics®. ■

To learn more about Tracer's benefits for contact centers, download our complimentary white paper: www.oaisys.com/downloads/tracer_for_contact_centers.pdf.