



Our Customers Speak for Our Solutions

An OAISYS Case Study



Scottsdale, AZ

In business since 1978, Govig & Associates is an executive recruiting and placement firm serving clients in the biopharma, health information management, senior housing, tax and construction industries. They also have divisions focused on the general Arizona business market and recruitment process outsourcing for clients that do not want to handle their hiring and human resource processes in-house.

With a staff of 55-60 recruiters plus a small operations team, the company's call center handles an estimated 2,000-3,000 calls per day between account executives, client firms and job candidates.

Currently serviced by OAISYS Elite Channel Partner Sonoran Integrations, Govig first purchased and installed the Tracer interaction management solution in 2004 to manage and store their telephone call recordings for liability protection and agent training.

Govig IT Coordinator Megan Browne has worked for the company since 2004. "We always need to record calls for legal purposes in case we have any disputes," she said. "It's very important to us. We've used Tracer since before I started here."

In addition to the legal liability protection benefits

Tracer brings to the firm, Govig also makes extensive use of the solution for both new hire and ongoing training.

"It's very helpful to go back and to listen to calls for training purposes," Browne said. "If someone has a really good call they tag it, they can then send it to another—particularly a new—person on the team to listen to it. Or, they can go back and see what they did wrong. For example, if a deal went bad they can go back and say, 'Oh, this is what happened.' It's very useful."

Both supervisors and recruiters have the ability to tag and share calls, making the solution's usefulness as a training tool beneficial both from the top down and the bottom up. "People are in charge of listening to their calls, but managers also access the system to perform live call monitoring so they can see what recruiters are doing, what they're doing wrong, etc. They use the integrated instant messaging while the recruiters are talking on the phone to convey, 'Say this to the client or the candidate,' for example."

Govig managers also make extensive use of Tracer's ability to export calls to other file formats, such as MP3. "We upload the recordings onto iPods for training purposes. We export them from Tracer onto the iPods, especially for the new hires. We're a sales



organization; so we always have lots of new people coming in. It's really helpful."

Another way Govig makes use of Tracer is in enforcing its own personnel policies. For example, Govig staff members sign a non-compete agreement upon hiring on with the company. "If they're terminated from here, they can't hire into a client company for up to a year after they're terminated," Browne said. "If we have proof in the form of a recording between the recruiter and the company, we can go back, listen to the calls and do our investigation up to that point. From a legal perspective, that's very important to us."

"We pride ourselves on being a very ethical company. If we have employees that aren't, Tracer is the best way to get that information."

Browne says Tracer's impact on Govig's day-to-day operations cannot be over-stated. "It's like a huge security blanket for our account executives. They know the information from that important call is always going to be there for them to go back and listen to. Even if it's as simple as someone didn't say a name clearly or a phone number, they know they can go back and listen to it four or five times. For them to have that ability is very convenient, but it's also a vital part of their business as well."

Outside of the call center, Browne and the operations staff also make regular use of Tracer. "It's helpful for everybody. Vendors regularly call trying to sell us something. It's nice to go back, even if I'm just referencing the last time they called. Or, say I called out to a vendor for technical issues; I can go back and say, 'Oh, it's been this long that we've had this problem.' If I didn't track something correctly that we

had to fix, I can go back to that call and say, 'Oh, this is what they fixed,' and report back to my president. If I miss some small detail, it's important to be able to find it when I report back to our president or upper management."

Given Govig's long history with using Tracer, it is difficult to associate a clear dollar amount with the bottom line financial benefits they have received, but Browne says she can't imagine life without it. Starting with Tracer version 3 in 2004, the company's use of the solution has evolved through several iterations. "It's effective and it's a good product," she said. "When that is the case, our president doesn't even look at the



maintenance costs. We renew and upgrade because it's good and it's effective, bottom line."

"We've been using Tracer for so long that it's become a vital part of our business. I can't imagine things any other way."



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