



Recruiter Govig Uses OAISYS Tracer to Optimize Performance

Records Calls for Dispute Resolution, Staff Training and Policy Enforcement

TEMPE, Ariz., Aug. 17, 2011 — [OAISYS](#)[®], a leader in business call recording and contact center management solutions, is the choice of executive recruiter and placement firm [Govig & Associates](#). Govig relies on the [Tracer](#) contact center management solution to maximize the management and performance of its call center.

With a staff of nearly 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. Govig started using Tracer for quality assurance and dispute resolution in 2004. Since then, the company has regularly updated its software as the features included in new releases have expanded the solution's usefulness.

Govig IT Coordinator Megan Browne joined the company in 2004, shortly after Tracer was implemented. "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 dispute resolution, Tracer serves Govig's documentation needs in three major ways. The first is self-review and sharing, since the company lets its recruiters access their own call recordings. If a call is particularly good, the recruiter can share it with other members of the team, particularly new hires. If something went wrong on a call, recruiters are urged to review the recording to determine exactly what happened and how negative outcomes can be avoided in the future.

Second, Govig managers regularly export calls into MP3 files and download them onto iPods to give new hires a library of real-world calls to review in learning the company's methods and processes. Managers also regularly monitor live recruiter calls, giving managers a real-time view of their recruiters' actions. Managers then use Tracer's integrated coaching capabilities to help recruiters as needed.

Third, managers review recorded calls to determine whether or not recently departed recruiters or those who may be suspected of unethical behavior have conformed to the company's personnel and operating guidelines.

Browne says Tracer's impact on Govig's day-to-day operations cannot be overstated. "It's like a huge security blanket for our account executives. They know the information from an important call is always going to be available for them to access. Even if they just need to check an

unclearly stated name or phone number, they know they can go back and listen to the recording as many times as needed. Having this ability is very convenient, and it's a vital part of our business as well."

Starting with Tracer version 3 in 2004, the company's use of the solution has evolved through several iterations. "Tracer is a very good product," said Browne. "Its effectiveness is the reason we continue to renew and upgrade — bottom line."

She added, "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."

About Tracer:

Tracer is the industry's leading call recording solution for contact centers. Tracer also leverages OAISYS PVD technology paired with advanced contact center management features, including customizable employee performance evaluations, live and auto call monitoring, quality and resource utilization reporting and synchronized desktop video recording capabilities.

About OAISYS:

OAISYS® (www.oaisys.com) is a leading developer of call recording and contact center management solutions for a wide range of organizations, from small- to medium-sized businesses to multi-site large enterprises. The OAISYS voice documentation and interaction management solutions help companies within a variety of industries—including healthcare, automotive dealerships, financial services, and the public sector—attract and retain customers by digitally capturing phone-based interactions for simple retrieval, playback and management. Compatible with leading business communications system providers, OAISYS [Tracer](#) and [Talkument](#) applications help companies improve risk management, quality assurance, customer retention, dispute resolution, regulatory compliance requirements and other critical business concerns. OAISYS is headquartered in Tempe, Ariz. OAISYS Limited is located in Cambridge, England.

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