



Customer Interaction Recording for Small to Medium Sized Organizations

Every industry and every size of organization seeks to serve and support their customers in the most efficient fashion possible. Your skills and resources are at a premium, especially in small or medium-sized organizations. The challenge lies in identifying how to deliver optimal service over the telephone, at minimum cost – in other words, how to ensure the customer interaction is both efficient and effective. Additionally, such interactions with a customer, particularly where a financial transaction takes place, are often subject to regulatory guidance, and you need to prove compliance with such regulations by recording the interaction.

Designed for Your Needs

The answer to these challenges is eQuality ContactStore Express. It's designed specifically for the needs of small to medium-sized organizations, branch offices or departments. eQuality ContactStore Express *provides a powerful, easy-to-use, 100 percent recording solution that requires minimal technical skills to deploy and use.* With its wealth of experience, Witness Systems is bringing the benefits of contact recording, analysis and review to potentially everyone who uses a telephone (traditional or IP) to sell to or service their customers. It's a solution designed for your needs.

Actionable insight from Your Recordings

Once captured, customer interactions provide a wealth of actionable insight into how you are working with your customers, how they feel about you, and how you can improve your staff skills and processes to improve customer satisfaction and reduce cost.

For instance, help desks can increase the first-call resolution rates, and the time to achieve that resolution, by reviewing interactions to identify and act on "root cause" issues in staff skills or company processes.

For contact centers seeking to earn revenue from their activities, your goal is to increase the sales conversion rates and upselling success. Reviewing the calls for training purposes, identifying the key skills and characteristics of the most successful staff, can help focus the coaching needs of the rest of the team, and identify the characteristics required of new recruits, resulting in improved overall revenues.

Particularly in a smaller contact centre, you cannot afford to keep replacing your customer service representatives (CSRs). Listening to the interactions they handle, coaching them on how to improve their skills, and rewarding them in a consistent fashion will help maintain their motivation, job satisfaction, and loyalty to you.

If your environment is subject to security threats, security services can rapidly review recorded interactions, if required. Alternatively, you can use example calls where staff have expertly handled aggressive or abusive calls to coach and assist new staff to deal with such circumstances.

Finally, departmental managers can listen to direct customer feedback and other business intelligence, which you can use to help streamline business processes across the organization, or provide input for product enhancements.

Quickly Retrieve and Replay Calls

eQuality ContactStore Express opens up new opportunities for improving business performance. The software simply connects to the extensions that you wish to record, and automatically detects each call on that line. All interactions can be automatically "tagged" with a series of attributes, such as the extension number or CSR identifier, the caller's number, the date and time. The recording is then stored. So, when it comes to the task of retrieving and replaying, a quick and easy parameter search against any of these attributes will retrieve a list of interactions that match the specific criteria.



By selecting an interaction through the simple browser-based interface, any user on the network can replay the audio from the corresponding interaction to their PC soundcard. Simple controls allow you to start, stop and pause the replay, and a visual representation of the audio activity allows you to identify interesting parts of the call, honing in those sections for replay.

Verify Your Compliance

Reviewing and replaying a selection of calls on a regular basis can demonstrate and verify that your organization is complying with the appropriate regulations. Where there is a query or dispute regarding a transaction, reviewing the recording can provide a rapid and accurate conclusion.

eQuality ContactStore: Architected for Success

- **Cost effective** – runs on a single industry-standard PC. The addition of a telephony interface card and the installation of the application software converts the server into a robust, flexible recording platform for the digital recording of your business-critical customer interactions.
- **Rapid deployment** – provides a complete, integrated solution, including recording, archive, administration and replay. The features are simply configured through a familiar looking PC application interface to establish the system in the minimum time.
- **Ease of use** – offers an intuitive interface for the search, review and replay of interactions, ensuring users quickly become productive with minimal training. The browser-based application allows users to access the recordings anytime, anywhere if required.
- **Minimal administration** – recognizes that small and medium-size organizations may not have access to large IT departments, providing built-in alarms for remote system diagnostics where required.
- **Secure** – enables security settings for circumstances in which it is not appropriate for every user to have access to all interactions. The security settings govern who can access which interactions. An audit trail can identify the search and replay activity of permitted users.
- **Efficient storage** – offers comprehensive storage capabilities, depending on your requirements, as some interactions may need to be stored for a matter of days, others for many years. The system compresses the recordings to minimize the storage volumes required, yet still maintains optimal quality audio for replay. You can store recordings on a familiar CD format, which can be removed and securely stored.
- **Rapid retrieval** – automatically detects the relevant attributes of the call, such as date, time, extension, and incoming or outgoing telephone number. These attributes can be automatically “tagged” with the recording, without the cost of any additional CTI or other telephony equipment, to ensure the user can search on these parameters to retrieve any required call quickly and easily.



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