

The Promise of IP Telephony

The convergence of voice and data infrastructures is changing the landscape of today's telecommunications infrastructure. Voice over Internet Protocol (VOIP) is enabling smaller businesses to access application functionality previously afforded only by large organizations and providing larger customers greater flexibility in their infrastructure with resulting cost savings.

Also, recognizing that today's enterprises collect and manage vast amounts of information from customers, suppliers and other third parties at every touch point, primarily yet not limited to just the contact center, IP Telephony enables the development of enterprise-wide contact management systems, which embrace every department that touch the customer. Customer interactions contain information and insight that, if made easily available to the right people in your business, can dramatically improve the service that you offer to your customers. Until now, the valuable insight contained in telephone calls has been tough to capture and disseminate.

Improve Your Business Performance

Analyzing customer interactions is more important than ever as you seek to gain competitive insight through your customer contacts. Witness Systems' eQuality ContactStore for IP allows you to acquire more value from telephone contacts by immediately recording, categorizing, notifying and storing IP Telephony calls. The right people throughout your company can then review and act upon this pool of captured customer intelligence to help serve customers better.

With its wealth of experience in IP Telephony recording, Witness Systems is bringing the benefits of contact recording, review and analysis to potentially everyone who uses a telephone at their place of work. Witness Systems' IP Telephony software-based recording solution is cost-effective and can scale down to single channel occasional recording to meet the needs of individual executives or smaller businesses, and scale up to meet the demanding resilient and reliable full-time requirements of multi-site contact centers.

eQuality ContactStore for IP opens up new opportunities for improving business performance. Replay critical financial transaction calls to resolve disputes or unclear instructions, for example. Or your logistics organization can improve the productivity and accuracy of service delivery by reviewing important customer instructions passed on from the sales team. The sales team can follow up on an opportunity highlighted from the service desk. Improve your customer service by tagging an interaction to a departmental manager as a 'complaint' call, so it can be logged and processed with the same rigor as written or e-mail complaints.



The purchasing department could capture a competitive insight from a supplier and pass it to product marketing. In your contact center, you can record the perfect sales call for training or other development purposes. And where required, you can record 100 percent of customer purchasing commitments for compliance or sales verification purposes.

Capture the Entire Interaction

With eQuality ContactStore for IP, you can capture all customer interactions automatically from any extension, or you can simply press a button to record selected calls. With rich integration to IP phones, Witness Systems is able to provide a recording user interface directly on the phone display. By simply pressing a button on the phone at any point during the call, you can capture and keep the entire interaction, not just the portion from where you pushed the button. As a result, whichever way a conversation goes, it's not too late to record it. Not only can you control when to start or stop recording, you can also pause calls and then resume recording to omit confidential information such as security passwords.

Further, you can tag calls with additional business information, identifying, for instance, upselling opportunities to ensure you maximize sales opportunities in the future. The captured phone conversations can then be sent by e-mail message or searched and retrieved using a variety of selection criteria. In situations such as a serious complaint, you can tag the call and direct the system to notify a manager immediately to ensure prompt attention. To assist in coaching of new staff, you can see which extensions are busy and initiate live monitoring to provide feedback on how to handle calls better. Authorized users across the enterprise can use the intuitive browser-based application to retrieve and replay calls using powerful search criteria.



Unique to Witness Systems is the ability to record both sides of the conversation separately. Replaying just one side of the call helps ensure clarity of replay for conversations recorded in noisy environments, such as in public safety, emergency or busy trading floor situations. You can graphically “see” into the call and rapidly identify points to address, such as why a prolonged silence occurred. If someone else needs to listen to the call — a manager or a customer, for example — you can easily export the call to them.

Share Recorded Customer Contacts

With the fast and efficient sharing of recorded customer interactions, the software transfers exact words and first-hand feedback from customers to the right people in your company. The result: customers benefit from prompt, precise service, which helps boost satisfaction; staff across the organization can improve their productivity based on access to “front-line” information; and your competitive edge is enhanced by optimizing your interactions with customers and suppliers.

eQuality ContactStore for IP shares a common architecture with the enterprise eQuality ContactStore recording application for traditional telephony. The systems can co-exist seamlessly, sharing common data, and you can deploy the same eQuality application suite to access data collected across either telephony system. The eQuality ContactStore for IP platform addresses the new world of converged voice and data networks with a high level of sophistication and robustness that has been long accepted as standard in telephony recording. As IP Telephony increasingly gains acceptance as a compelling alternative to traditional telephony systems, you’re assured that your investment in the eQuality suite, as well as your valuable recorded contacts, are completely protected.

eQuality ContactStore for IP Key Functions

- **Web-based architecture scales from a single seat system to a distributed, multi-site enterprise** — providing a single view of all customer contacts and a single point of administration
- **Seamless integration with the eQuality performance optimization suite** allows for ready implementation of incremental capabilities, such as quality management, e-learning and performance analysis
- **Key contact categorization and notification** — manually or automatically triggered to identify key customer interactions
- **Stereo recording optimizes clarity of recorded speech** to aid in automated conversation analysis
- **Simple software administration** maximizes flexibility of business rules for recording and minimizes the costs of changes
- **Co-existence with traditional telephony recording in the same system** protects your investment as you modernize and change your network infrastructure
- **Rich and easy integration** with the IP telephony system reduces the costs and complexities of a separate CTI system



It's your goal. It's our philosophy.

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