

They're talking about you and you need to know what they are saying

Before you buy call recording and speech analytics systems, read these valuable tips from experts in the field

Now, everyone can afford voice recording... and more

WE HAVE recently seen a sharp rise in the number of enquiries from mid sized call centres. They are aware that,

as the market has matured and consolidated, challenger brands have evolved with voice recording products that are affordable and simple to use and maintain. Yet they deliver all of the benefits that were previously only available to large scale operations.

In the past, smaller organisations had to look at functions vs. budget and price vs. reliability and ongoing costs.

Software based products have ended this conflict. And many call centres are now opting for fully integrated quality management products which deliver the ability to assess,



measure and report on the performance of call centre operations based on the actual audio records, screen information and associated event information.

With integrated e-learning, coaching and supervisory applications for monitoring and assisting staff, these products deliver the ability to manage the business of handling calls in a professional and commercially desirable way, through simple, smart technologies. The result is a better-trained agents who continuously improve the customer experience.

Taking advantage of maturing audio analytic technologies, but removing the complexity and cost of heavyweight performance and reporting functionality, enables any size call centre to benefit from a low cost phonetic indexing tool to rapidly and accurately search across thousands of hours of customer calls. This can result in reduced operational costs, improved employee productivity, dispute resolution, regulatory investigation and clarification of call information all becoming much easier.

There is no doubt that getting the right voice

recording system is vital for the success of any company that interacts by telephone. The benefits can help all sizes of organisations to differentiate themselves in their markets and create a competitive edge.

Lee Jones, COO, Red Box Recorders; ljones@redboxrecorders.com

Watch this space... something powerful is on the way

CALL centres have been recording conversations for years. However, the technologies are developing rapidly, all promising to tackle the challenges of compliance rules and extracting meaningful information from hours of recording and the sea of stats.

My advice is to shop around and find a bespoke product – or set of products – that



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What are they saying? And what you can do about it

POOR customer service is costing companies £850 billion each year in sales, according to a recent survey of 2,022 adults by Best Buy UK. Some 85 per cent of respondents said they would go out of their way to shop somewhere with better service and 71pc said they would pay more for good customer service.

While there is no magic answer to improving service quality and cutting costs, automated quality assurance (QA) is one simple and effective way for you to control the quality of your operation while ensuring full compliance in regulated environments. And it has also been proven time and again to deliver a rapid and positive return on investment.

Using packages such as ours, supervisors, managers and compliance officers can define the customer interactions they wish to review.

For example, calls resulting in sales, calls of abnormal duration or calls to particular customer types can all be automatically pushed for review. Managers and compliance officers can then score each call through user defined screen-based forms,



dramatically cutting the time required to carry out evaluations, while also ensuring consistency.

Advanced QA products also provide in-built functionality that enforces corrective action. By identifying a major issue (or cumulatively identifying minor issues), problems can be automatically flagged, and then corrective action taken in the form of a customer follow-up or training and coaching for the agent.

QA not only helps call centres drive service consistency but also enables continual, rolling improvement. Agents receive effective and factual feedback on

performance. Supervisors and managers obtain data-based evaluations that drive training and direct coaching. And compliance officers ensure that every call flagged is reviewed and consistently evaluated.

Defining corrective action and then tracking these actions with audit trails not only demonstrates full compliance, but can also reduce cost. An improved service gives greater customer satisfaction and ultimately helps retain long-term profitable customers.

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