

The two main purposes of interaction recording systems are to allow management to review and evaluate the quality of agent interactions and to provide a basis for determining compliance with regulations and policies.

Some systems are designed to capture only a small portion of interactions. Others can capture and archive anything from a fraction to all interactions, using built-in intelligence to determine which calls to record and retain. Although all recording systems provide the basic functions of capture, storage, and retrieval, they vary considerably in terms of design architecture, technology, ease-of-use, channels recorded, cost, and special features. An example of an important technology distinction is how the systems process VoIP calls. From the perspective of a business user, recording a call sent over IP or traditional TDM lines should be no different, relating calls to specific agents and business events, no matter how many different phone systems and locations are involved. All types of recordings should be accessible in a unified fashion, from a unified interface, via a unified process, completely transparently to the users.

Apart from providing for all this, the latest-generation recording systems are capable of handling a high-volume of VoIP traffic in a very efficient manner, minimizing the impact on your network. The benefits gained from these systems is further expanded when they provide for Web-based access and tight integration with other performance optimization applications.

Special features include the ability to record screen actions simultaneously with voice in both the TDM and VoIP realms and the ability to quickly and easily drill down to specific interactions based on business statistics from performance analytics. Another example is embedded evaluation forms. This speeds and simplifies the evaluation process and allows for more meaningful analysis. Since recordings can – and should – be used for evaluator calibration, the resulting quality evaluation can be much more objective. With integrated call recording and quality evaluation, it becomes more difficult for agents to challenge the subjective judgments of evaluators, which would invariably lead to unproductive disputes, time losses, and growing agent turnover.

The agent quality scores become data points from which trend analyses can be prepared and related to specific events. For example, did agent scores improve after training sessions? The most advanced systems also include an option to analyze speech. This enables managers to search for specific words, phrases and events to categorize interactions and zoom in on the best calls to playback in order to explore business opportunities or analyze failing campaigns. For example, how many people referred to a specific campaign incentive when they called and what did they say? If your contact center is among the 40 percent that do not currently deploy an automated call recording systems, then the business case must establish the qualitative and quantitative benefits of the automated system compared to manual systems like silent monitoring or tape recorders.

Following are examples of how recording systems contribute to profitability and revenue growth:

Financial Benefits of Interactions Recording					
	Cost Savings			Revenue Enhancement	
	Labor	Productivity	Other	Direct	Indirect
Reduced inactivity between calls		✓			
Improved work processes		✓			
Model calls as teaching aids					✓
Reduced legal fees			✓		
Reduced compliance/litigation risk			✓		
No need to replace tapes	✓				
Reduced handle time	✓		✓		

About the Author and The PELORUS Group

Richard Bucci is Associate Consultant for The PELORUS Group, one of the fastest growing independent market research and consultancy companies in the financial services and telecommunications industries, where he specializes in contact center technologies. He has authored in-depth contact center industry reports.

“VPI was the only vendor that could meet our specific customers’ requirements and within the tight timeframe as well. No other vendor was able to provide an integrated and all-encompassing solution like VPI could. They provided 100 percent IP voice and data capture, seamlessly and smoothly, and also met our customers’ remote data storage requirements.”

- Matthew Chow
IT Infrastructure Manager
Arvato Services