



CAPTURING REAL TIME INTELLIGENCE.
DELIVERING REAL TIME RESULTS.™

Company's Sales, Customer Service and Training Boosted — Search, Retrieval and Playback of Call Records is Faster and Easier than Ever Before

Challenge

Webb Interactive Marketing Company (WIMCO) is a leading outbound contact center with several core areas of competency that include sales and market research. With clients in over 40 states, WIMCO requires that 100% of their contact center calls be recorded for liability and quality assurance purposes. The company believes that quality starts with a professional call and the ability of its agents to accurately interpret conversations and enter results into the system.

In early 2001, WIMCO wanted to upgrade its current recording solution to a higher technology system. They were particularly interested in a system that would enable reliable recording, faster call record retrieval, higher functionality and improved integration. WIMCO contacted Inter-Tel, a VPI Four Star Dealer, to find out what options were available to accomplish their objectives. Their original telephony-based solution severely limited the effectiveness of their contact center agents and the enterprise as a whole. It was unreliable and inefficient, and failed to offer the functionality and flexibility necessary to satisfy the needs of the marketplace. Jason Asp, Information Technology Manager at WIMCO was very dissatisfied with the system, "Our previous recording system took too much administration time to complete requests. It was extremely slow — the application took over two minutes to open and log into. Then, after logging in, the software was slow moving from one screen to the next and often froze for minutes before displaying the desired screen. Once you managed to get to the search screen it was a confusing form to fill in, causing user errors. A search that should take less than two minutes could take up to fifteen."

"With VPI we can now quickly and efficiently retrieve and send more call recordings as .WAV files to our clients, improving customer service and increasing revenues while doing so."

-Jason Asp
IT MANAGER

WIMCO evaluated several recording solution vendors based upon certain purchase-decision factors. Reliability was crucial – as an outbound call center, 100% of calls must be recorded, and, as WIMCO records up to 10,000 calls per day, capacity was another major issue. It was also vital that the system provide ease and speed of searching for records, with a variety of different search criteria (such as Phone Number, Agent, Time, Date, and Custom Flags) and the ability to locate and email a call record in less than a minute. With regard to technology – custom integration was imperative, along with scalability to accommodate their growing business.

The VPI Solution

After evaluating offerings from several companies WIMCO chose to purchase a complete solution that included a VPI MAXI digital voice logger, Inter-Tel Axxess telephony software, and a predictive dialer. VPI teamed up with Inter-Tel to provide WIMCO with the ultimate VPI recording solution that reliably captures the complete customer-agent experience, providing the tools for enhancement of contact center productivity and efficiency. "VPI and Inter-Tel worked very well together as a team to get our install taken care of as smoothly as possible. The VPI system works seamlessly with our Inter-Tel Axxess phone system," says Asp. "In addition to system performance, VPI's service and customer care is top-notch compared to other recording system vendors we have worked with."

WIMCO wanted a reliable, flexible telephony solution with all the features and capabilities necessary to efficiently run their operations, which included call management software, unified messaging, predictive dialer, and custom integration, plus call recording, storage and retrieval. By providing the optimal recording system, the VPI solution met all of WIMCO's needs.



CORPORATE WEB SITE
www.csicomplete.com

INDUSTRY
Outsourced market research and telesales services

SITE OF DEPLOYMENT
Plain City, Ohio

SYSTEM OVERVIEW
Deployed: March 2001
Channels recorded full-time: 55
Calls recorded per day: 10,000
Telephone System: Inter-Tel Axxess

PURCHASE DECISION FACTORS

- § Reliably record 100% of calls
- § Capacity to record up to 10,000 calls per day
- § Ease and speed of searching for records
- § Technology Integration

BENEFITS

- § Improved record retrieval and playback
- § Decreased Maintenance
- § Improved Training
- § Increased Sales

Seamless Software Integration for Unrivaled Flexibility

Utilizing Borland's extremely powerful InterBase SQL database, the VPI system is the most intuitive and user-friendly voice recording solution available today. VPI's system has the flexibility to sync recordings to other data and allows for customization with both legacy and future software applications. For WIMCO, this means that they are able to easily write additional add-on software that integrates with the VPI via Active X tools. "The VPI Active X control piece allows us to write programs that send out .WAV files based on specified criteria. In the near future, we plan to start a program that would allow agents to send out .WAV files associated with negative survey responses," says Asp.

When retrieving calls for playback, the user-selected results are brought up instantaneously from the server, via a query sent from the client desktop. There is no file size limit to VPI's database, which is imperative in a 100% recording environment. Even after several years' worth of calls, WIMCO will be able to bring up records in a matter of seconds. The search and retrieval allows for many different search parameters; date, time, channel, agent ID, call duration, call direction, user definable fields, call categorization, text character patterns within a note field, colored flags, and more. Additionally, each networked PC workstation running VPCClient software can have multiple predefined search criteria for ease of retrieval based on the set of criteria used frequently. "VPI offers a very easy to use client piece. The system tags each call with a great deal of information, which is very useful for searching, training, and evaluating an agent," explains Asp. "The VPI system has also helped to overcome the problem of purging old call recordings automatically. Our previous system would fill search directories, forcing a manual retrieval of recordings. This made search and retrieval extremely time consuming and frustrating."

Enhanced Customer Service with Speedy, Simple Playback and Sharing

"We receive approximately twenty record requests every day. These records are often used to verify customer complaints of our clients or internally for agent training," reports Asp. "With VPI we can now quickly and efficiently retrieve and send more call recordings as .WAV files to our clients, improving customer service and increasing revenues while doing so." A standard feature of the VPI recording system is the ability to automatically attach multiple records as a .WAV file or files to an email header by simply clicking one button on the user interface within the VPI application screen. The .WAV file (in compressed format using GSM compression) allows a 10-minute call to be emailed as a 1 MB file. "The system also saves records in a smaller .WAV file than we were used to with our previous recording system, enabling us to maintain a much smaller backup of requested recordings," added Asp. GSM is Microsoft standard for audio compression and is therefore recognized by standard media players such as Windows Media Player and Real Player. Consequently, recipients of emailed call records can playback the attached file(s) without the need for any additional software. This greatly enhances the user's ability to easily and quickly transfer the calls to those persons who need to listen to the calls.

Significantly Improved Training and Quality Assurance Management

In addition to keeping accurate records of verbal transactions for liability purposes, VPI's solution has improved the effectiveness and efficiency of WIMCO's agents and their telephone interactions. Now, WIMCO can rapidly and objectively review an agent's performance by quickly locating and playing back the calls handled by that particular agent. Jason Asp explains that WIMCO utilizes recordings for training and survey verification purposes, "Having the ability to search a particular day's worth of calls for any agent allows supervisors to evaluate a surveyor's skills and determine where improvement is needed."

WIMCO also uses recordings to aid in the initial training of a surveyor before they use the phone. "Before an employee hits the call center, it is vital that they listen to a model call to understand the business and what is expected. Having recordings gives everyone in the company a clear understanding of what we are striving for in our call center. We require each new agent to listen to a series of calls, understanding the difference between a good, profitable call and an unprofitable call," explains Asp. "We also use the call recordings captured by the VPI system to show potential clients the solid work we do and the professionalism that goes into each call."

Successful Integration with Existing Infrastructure

VPI offers the advantage of its open-architecture API and Active X toolkit as a standard. This allows customers to achieve smooth exchange of information between the VPI recorder and other existing or future applications without the need for any major rework on the voice recorder vendor's end. "We recently installed two additional VPI systems for home site users that will allow us to record them just as if they were in the office. Our recent addition of home site users and IP phone technology prompted VPI to build a hybrid system that records all trunk level traffic over our T1 lines and all other traffic that travels outside of the T1 lines. This instantly increased our recording capability to 55 channels. This integration would have been impossible with our previous system," explains Asp. Essentially, this allows for the flexibility to manage integration efforts at the system owners' own pace, with their own resources, and often even all independently of VPI. This eliminates the need for messy configuration or time-consuming integration processes that are typically encountered with proprietary, hardware-based systems.

VPI is a leading innovator and provider of integrated interactions recording and workforce optimization solutions that capture real time intelligence – delivering real time results. Through its Activ! Performance Suite, VPI enables contact centers, trading floors, government agencies, and first responders, to capture, evaluate, and analyze traditional voice, VoIP, video and Web interactions to improve business and operational performance, mitigate risk, and ensure regulatory compliance. VPI solutions are designed with reliability, adaptability, and expandability in mind to accommodate changing technologies, customer needs, and legislation. For more information, visit <http://www.VPI-corp.com>