



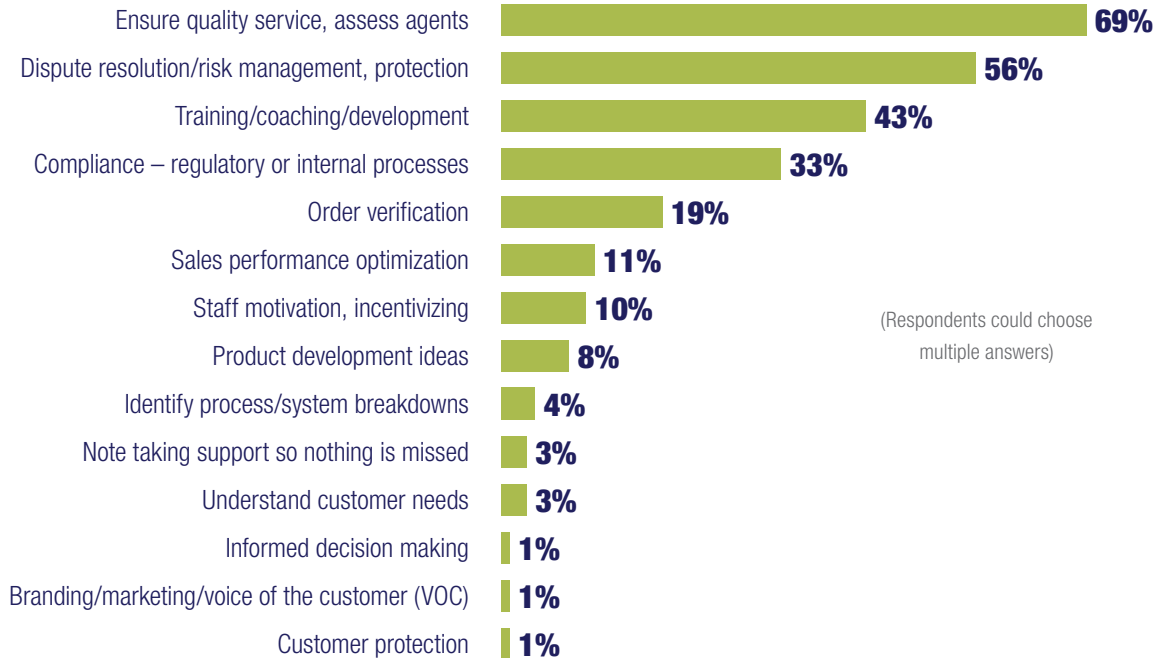
Why do Companies Record Customer Calls?

In-Depth Insight from 80+ Business Professionals!

Responses to Question

Why do you Record Customer Calls?

Based on Feedback from 80+ Industry Professionals spanning many job roles, companies, industries and geographies



Representative Titles (sampling):

- > Call Center Manager/Director
- > CEO
- > Compliance Manager
- > Contact Center Consultant
- > Customer Care & Operations
- > Customer Service Director/Manager
- > Debt Collections Manager
- > Debt Management Counselor
- > Delinquency Control Manager
- > District Manager
- > Founder and Principal Consultant
- > Hospitality Professional
- > Manager of Operational Models
- > Operations Manager
- > Process Consultant
- > Quality Assurance Coordinator
- > Regional Vice President
- > Senior Customer Quality Liaison
- > Systems Management Professional
- > Team Leader Debt Collections

Representative Companies (sampling):

- > **American Honda**
- > **Barclays**
- > **Comcast**
- > CostCutters
- > Debt Doctor
- > First Niagara Bank
- > **Humana**
- > **LexisNexis**
- > Proto Labs
- > **Sykes**
- > **Teleperformance**
- > Toastmaster
- > Trans-West
- > **U-Haul**
- > USG Corporation

Representative Countries (sampling):

- > Australia
- > Canada
- > India
- > Iran
- > Pakistan
- > USA

Overview

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Through LinkedIn and our own customer base, we asked business professionals across a dozen industries and multiple countries to give us their thoughts on why they record customer calls. Some of the feedback turned out to be quite interesting, and all of it we've found to be tremendously insightful. This ebook presents the feedback we received in a format that should help you understand the many ways you can leverage call recording to improve your business.

Most Profound Statements from Respondents

- > The question is not "why do we record calls", but how in the world could we possibly function without it?
- > The cost of data storage is generally non-existent and at worst irrelevant. Even if you don't have the time or desire to listen, there's no reason not to record calls.
- > A recorded call is like a written phone message, but with checks and balances.
- > For your Quality and Training department, not having calls recorded is like swimming with your arms tied ... it's possible but extremely difficult.
- > If we state in the automated system that calls may be recorded (or monitored) for coaching purposes, then that is what they should be used for from a consumer standpoint.
- > Letting a customer service rep listen to himself/herself on the phone is the most effective method of coaching there is.
- > Recording calls allows us to assess, review, calibrate, account for, monitor and improve everything.
- > People overlook the fact that in a call center an employee is 95% of your value. If you have access to a tool (call recording system) that can increase the value of 95% of your company assets...it's moronic not to use it.
- > Inspect what you expect. If driving excellence is the goal, by having recorded calls you have now harvested valuable information.

The background is a light green gradient. In the lower half, there are several concentric circles of varying sizes, some solid and some outlined. At the bottom, there is a pattern of small, light green dots arranged in a grid-like fashion, with some dots missing or faded, creating a textured effect.

More Quotes in Response to “Why do you Record Calls?”

Quality Assurance/Staff Assessment

- > Information to identify the baseline and opportunities for performance improvement. The benefit is to help future agents and to discover alternative guidelines that will help polish delivery and improve overall customer experience.
 - > Help coach the agent; use it as a tool, good and bad.
 - > Through the process of role play and follow-up would be key to showing improvement from the agent.
 - > Determining the strengths and weaknesses of call center employees is key to running a high quality center.
 - > By recording and playing back conversations, employees can hear themselves and make adjustments. Management can hear these conversations and determine the strengths and weaknesses of individuals, allotting training time to improve performance.
 - > When I worked for RCI, clients would have their past vacations listed on Facebook but could not remember the name of the resort or area. Without monitoring the entire call, you do not know if that agent is being an exceptional employee or simply wasting time.
- > If you are not listening to both sides on the conversation, how can you know what is being accomplished on the call? Without all of the information, how do you know why the agent pulled up Facebook? Perhaps, the agent is not paying attention to the caller and is updating their own status. Or, perhaps, the agent is logging into Facebook to pull up the caller's Facebook account to verify their information.
 - > Assess both the needs of our clients and the performance of our Account Managers.
 - > If you monitor a call without recording it and then try to give feedback, the customer service rep always seems to remember the call differently than you do. When they have an opportunity to hear themselves (which is not always comfortable in the beginning), it can be a real eye-opener. When they hear themselves, they are often harsher critics of themselves than I would be. I let them listen to a call and then ask "so, what do you think?" I have had responses such as "I wasn't listening to the customer," "I was mumbling," "I was talking too fast," and "I sounded like a hick." I have found this to be the most effective way to actually change agent behavior.
 - > Information to identify the baseline and identify opportunities for performance improvement. The benefit to help future agents and to discover alternative guidelines that will help polish delivery and improve overall customer experience.



Dispute Resolution, Risk Management, Protection

- > When a misunderstanding occurs between a caller and an employee, it can be difficult without a call recording to get an accurate representation of exactly where the misunderstanding started. Without knowing this crucial piece of information, it is impossible to come up with a solution to avoid the misunderstanding in the future.
- > The old he said/she said. Things are said on a telephone call that are usually not said in a face to face environment. Your customer service agent goes to HR because a client became abusive with them. Your client calls to complain that the (agent/collector) was rude. We are back into he said/she said. When you have the ability to pull the call and listen to both sides of the conversation, you get the whole story.
- > I have voice prints pulled up whenever there is dispute regarding a failure.
- > It is used to keep abreast of the customer's responses and reactions. In a situation where there is a discrepancy, actual conversation between the customer and the agent are noted.
- > For legal reasons. In case the clients make claim of a policy or statement we informed them of, we have proof that no such words were spoken, that sort of thing.
- > I came from the insurance industry and many of our calls were recorded for claims/dispute resolution purposes (decreasing liability exposure is huge).
- > Recordings protect you and your customer service reps from the he said/she said issues.
- > I know in my past experience a client was extremely upset with our customer service rep. We were able to replay the call to the client which enlightened them on how the member was acting. It was a win/win situation. Big or small, if you have people taking calls for you it is a big plus to have the calls recorded.
- > Protect (agents/collectors) from unfair customer claims.
- > When every call is recorded, the agent is assured that they are protected against abuse and the client is protected against false sales claims.
- > It protects the company in HIPAA or legal, financial or taxation issues.
- > We find it extremely useful to have a recorded conversation of a client's agreement in case a discrepancy arises.
- > When you are working with a sensitive issue, you can go back to the conversation and make sure you have all points covered.

Staff Training, Coaching and Development

- > If you don't have a good "ideal call" model to coach to...training tends to become a bit superficial.
- > There is so much that needs to be assessed, encouraged, and developed for our phone folks to service our customers. Recordings help us do this.
- > If used in a positive way, recording can help an agent achieve excellence and help supervisors identify agents that are providing superior customer service. These high performing agents can then be used as coaches to help train less adept agents.
- > If there is something that the Account Managers have difficulty with, I can present that as a training need.
- > For training purposes to make sure that the company as a whole is meeting their customer service goals on a regular basis.
- > I like to record any customer facing staff. It is the only way to deliver effective training and career progression for people.
- > It is one of the best training tools you can have to make improvements. You could sit with a customer service rep and provide them with live feedback, but it will not provide the same impact of replaying the call for them.
- > Training and development of better customer service skills within your team. These opportunities provide real time scenarios, in which one can learn how to handle difficult customers. The customer would not be calling if there wasn't a problem.
- > Too many times, simple mistakes are made by customer service reps who are inexperienced in handling conflict. You always treat your customers with respect, and sometimes it is as simple as listening.
- > I've gotten some big surprises when I listen to recorded calls, surprises not generally to my liking. I find if I record all calls and randomly review the calls, then go over them with my collectors, I get improved performance.
- > In most cases the agents truly appreciate hearing their own calls and typically are very shocked at how they sound over the phone.
- > Assess both the needs of our clients and the performance of our Account Managers.
- > It's not the customer you are concerned with. It's the agents ability to ascertain the customer's request. It's about how to deal with a "normal" customer and how to deal with an "irate" customer. Call recording should be about the experience and ability of the agent.



Compliance – Regulatory and/or Internal Process Adherence

- > For Healthcare companies it is mandated by the FDA.
- > To make sure that a representative is following policy and procedures when taking calls.
- > When your staff knows you're listening, they're more likely to remain in compliance with company and legal standards.
- > Order Verification
- > It is a great tool to provide to our customer service reps or sales people so that they can confirm that they have everything the customer is requesting.
- > We use recordings to verify precisely what the client has authorized in terms of payment. If there is ever a question or doubt, we have the call to go back and listen to.

Sales Performance Optimization

- > We generate leads for clients and use recordings to send the recorded conversation to our clients so they know exactly what was said. This helps their sales reps follow up intelligently as they work to close the deal.

- > It helps our salespeople go back and verify exactly what the prospect said so they can be sure not to miss anything important. It is far more accurate than taking hand-written notes.
- > When I have a conversation with a customer, I send the recording to the account manager so they know exactly what was said; it allows them to pick up on actions without me having to draft a long email.
- > You can check to see if your sales team is over promising, or genuinely advocating the best solutions.

Staff Motivation and Incentivizing

- > We use recordings to recognize and give praise to individual customer service reps.
- > We typically replay best-practice calls during team meetings to demonstrate how customer service is done right and also to recognize the reps for their excellence.
- > When an agent receives an assessment that meets or exceeds standards, it is an instant positive reaction. The gratification is instantaneous and will show on the agent's next three calls.

Identify Process, System or Workflow Breakdowns

- > We often have to pull up multiple voice prints to connect the dots to determine where the breakdown occurred.
- > In world class companies it can be used to verify that processes and procedures are indeed correctly scripted.
- > If I pick up a pattern when I'm reviewing calls, for example something with our software that our clients seem to struggle with across the board, I can work with our client training department to fill that need.

Understand Customer Needs

- > Most importantly, recorded calls are the gateway to better understanding customer needs and wants. Because those are fluid and resemble a moving target, listening to the changing needs and learning how well your guidelines are aligned to meeting those needs is invaluable.

Informed Decision Making

- > For call analysis (voice of the customer, support driver trends, etc.) to deliver valuable data back into the business for informed decision making as well as for planning/forecasting future impacts.

Branding, Marketing, Voice of the Customer (VOC)

- > Managing potential risks to the company's reputation and brand.
- > Helps us to hear the actual voice of the customer, which is huge in terms of marketing, sales and customer service.

Customer Protection

- > We have to say to the client that we are recording the phone call for the reason of quality and safety. Sometimes it's useful as a reason for the client to feel safe.

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Other Exciting Uses for Call Recordings

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Beyond the quotes you've heard about all the different uses for call recording, there are still countless alternate uses for call recording software, including:

C-level Insight – Leverage the actual voice of the customer to keep senior executives in touch with the needs and challenges of your customers.

Employee Meeting Kickoff – Replay select calls (good and bad) at the beginning of agent/staff meetings so everyone can hear best practice calls and discuss what could have been done better with under-performing calls.

Buyer Personas – Call recordings can be used by the Marketing team to develop real working buyer personas that very specifically describe your target customers' interests, pain points, buying behaviors, etc. These personas then help the marketing and sales teams more accurately execute programs that will attract these individuals and ultimately prompt them to buy from you.

Best-Call Submission Contest – Create a contest in which your call center agents each get to select a single call each month to submit to management, who then determines which one represents the very best customer service or upselling skills. The winning agent would then be incentivized and his/her name and picture would be featured on the wall in the call center.

Customer Voice Montage – Take snippets from recorded customer calls and put them into an audio montage that you can feature on your home page.

Customer Testimonial Library for Recruiting – There is no better way to recruit a new agent/collector than for them to hear the voices of satisfied customers. Therefore, create a customer testimonial library for new recruits to listen to, in which anonymous customers say great things about your business during previous interactions with your staff.



To learn more about how call recording and/or quality monitoring software can help your business, please visit:

<http://www.orecx.com>

You can also reach OrecX directly at:

312-945-7622 or sales@orecx.com



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