

# Case Study

## Six hundred and eighty branches recorded in SRST mode!



### The Customer:

Name	Finansbank
Industry	Banking
Best known for	Retail banking in Turkey
Location	Headquarters in Istanbul, branches throughout Turkey
Contact center type	Inbound and outbound
Contact center platform	Cisco UCCE
Number of users	Approximately 9 000 users (Contact center & back office)
Technology Partner	Netas

### Description

Finansbank was obliged to purchase a recording system to meet their legal obligations for recording all calls made and received by employees in the head office and all company branches.



### Customer Quote

*The difference between ZOOM and other vendors is that they showed great flexibility during implementation, and they provide very fast and effective support if issues arise.*

**Bulent Kargin**  
Consulting Designer



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## The Challenge:

### Target

Finansbank originally purchased ZOOM CallREC as a supplement to their existing recording system. CallREC was intended for recording their sales staff (approximately 800 extensions). After an extremely successful testing period they decided to use CallREC to record all of their calls (approximately 9 000 extensions).

## The Results:

### Primary Results

The system reliably records all calls across the entire network. All users can access and replay selected calls at will.

## Secondary Benefits

Finansbank found the control and search mechanism extremely useful, which enabled supervisors to search for specific calls out of the 235,000 that are recorded each day. This is helping them improve their first contact resolution.

## ZOOM Solution:

### Analysis

1. Record calls from all 680 branches in the Cisco Survivable Remote Site Telephony (SRST) mode, even if the connection between the central data center and the branches is lost.
2. The recording solution for the entire organization must be deployed using the most cost-effective hardware available.
3. The Real-Time Transport Protocol (RTP) streams could not be sent over the wide area network (WAN).
4. Staff members' calls were routed through Cisco Unified Contact Center Enterprise (UCCE), approximately 2–3 employees per branch, required UCCE-generated external data to be tied to call recordings.

5. Users needed centralized access to all recorded calls using a single user interface.
6. User access rights must be restricted according to branch location and staff position in the organizational hierarchy.
4. A central data collection server was set up to collect data from Cisco UCCE and match them to recorded calls instead of connecting each branch server directly to Cisco UCCE.
5. All call recordings, including Cisco UCCE data, were synchronized and displayed on user desktops through a centralized display server.

### Recommendation

1. Recording servers were deployed in all 680 branches connected to local PBXs (a local Cisco SRST-enabled router) and to the central Cisco Unified Communications Manager to ensure that calls were recorded even if the connection to the data center failed.
2. The solution was built to perform within the required parameters on the customer specified hardware.
3. The recording servers were installed in each branch to minimize WAN traffic and maximize solution reliability.

### Deployed solution

The size of the branch network presented major geographical and logistic challenges to ZOOM. ZOOM automated the installation of local call recording components onto the 680 branch recording servers including configuring the links to the solution's central aggregation and monitoring layer.