



Call Recording and Quality Management

Call recording is a critical function within modern contact centres. Many organisations require recordings in order to resolve commercial disputes. Bank and emergency service contact centres are required to record calls by law. Others record calls because they want to capture a mine of information that will help them better understand what customers are saying – and so improve service delivery, advisor training and ‘customer experiences’.

There is no such thing as a standard call recording requirement. Modern call recording and quality management solutions need to be flexible to meet all needs – from the basic requirement to record a few calls for advisor training purposes, to the complex requirements of organisations looking to record and analyse 100% of calls for key strategic reasons such as compliance, quality management and ‘customer experience’ analysis.

In local government, call recording is used to

reduce the incidence of abusive calling and to assist councils in meeting their obligations under the Verification Framework.

It is because call recording requirements are growing more complex that organisations are seeking more highly featured technologies. Early single/multi-line answer machines and single/ multi-line recorders that record to tape, floppy, hard drive, DAT tape or DVD are now being replaced by a new generation of advanced, open architecture digital platforms such as Macfarlane’s CallPlus IP

Improving lines of communication

Call Recording platform – products that combine call recording with analytical software add-ons.

CallPlus IP - Call Recording

The Macfarlane CallPlus IP contact centre provides a powerful solution that enables Supervisors/Managers and/or Advisors to flexibly record the calls they need:

- ▀ They can initiate monitoring and recording of any advisor's phone from any handset
- ▀ They can record calls selectively or record 100% of calls
- ▀ Recording management templates can be set up to selectively record calls based on DDI, CLI, Advisor and Advisor Group. They can also mix items with, if required, exception rules. Examples could be:
 - Record all calls on all advisors to any DDI
 - Record any calls to advisor 12, except on DDI 1234
 - Record all calls on DDI 1234, but not advisors 12 and 16
 - Record any calls to advisor group 4 on DDI 3456
- ▀ Advisors can initiate the recording of incoming or outgoing calls on-the-fly

The Macfarlane's call recording solution automatically date and time stamps all recorded calls.

Easy retrieval is performed against any of the following criteria's: -

- Date & Time Range
- Type of Service
- DDi
- CLI
- Agent
- Agent Group

Supervisor / Agent Monitoring

Supervisors will have the following agent monitoring facilities available to them using the touch tone keys as indicated below:

The choices available are:

- **Coach:** - The supervisor can listen to both agent and caller but only talk to the agent.
- **Intrude:** - Supervisor can listen to both agent and caller and speak to both agent and caller (conference call).
- **Listen:** - Supervisor can listen to both agent and caller but cannot be heard by either.
- **Take over:** - Supervisor can listen to and speak to the caller. The agent cannot speak to the caller or the supervisor but can listen to the call.
- **Record:** - When selected at any time during the call, the whole call is recorded from start to finish for the selected agent.
- **Record all calls:** - All calls for a selected agent are recorded until the 'stop recording' option is selected or until the management system is used to disable that rule.



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Reference 7/2007