

By Jeff Nolte

Phone Call Documentation offers Compliance, Legal Protection and Better Customer Service

Organizations in many industries are faced with legal, industry and service-level compliance guidelines that require them to record their phone conversations. These regulations especially impact the healthcare, legal services, insurance, and financial services industries.

Recorded conversations help businesses in many other industries as well, supporting dispute resolution, litigation defense, and quality control in customer service and call center operations. And in certain situations, a voice recording constitutes a verbal contract.

Better Customer Service

Delivering superior customer service has never been more important. Social Networks, Twitter, and Blogs are pervasive. Your customers can rapidly spread the word of an experience with your business, good or bad. The stakes can be high, and companies can find themselves exposed to negative financial consequences and blemishes against their reputation. From a training perspective, call recording helps to pinpoint the root cause of performance issues so they can be corrected.

Timely Training

Individual employee conduct can have a sweeping impact on the overall success of any organization, regardless of size. An employee who demonstrates unethical behavior or a disregard for compliance policies may slip under the radar, their activities going unnoticed by management until extensive damage has already been done. Using voice documentation, organizations now have a means of auditing employee activities to ensure they are conducting themselves ethically and professionally.

He said, She said

Sometimes misunderstandings can arise between businesses and their customers. Call Recording can safeguard reputations and protect a business against unwarranted claims of wrongdoing. A documented record can help to mitigate or completely avoid costly legal action. With a voice documentation system in place, businesses have authentic recordings of customer interactions, which can easily be retrieved and played back to resolve disputes.

Tracking Down Information for Customers

Call recording also enables improved collaboration. While first-call resolution is an important objective in most call center environments, additional follow-up is sometimes required to ensure that customers get accurate information. This frequently means obtaining input from subject matter experts outside the call center walls. A voice documentation solution allows employees to share specific call segments, along with text-based notes. They can send out a request for help to colleagues throughout the organization. This efficient means of collaboration ensures that companies can leverage the full support of every employee to deliver the right information to a customer.

Isolating the critical aspects of each conversation

Software that works in conjunction with your phone system makes tracking down the important part of a call easy. Key elements of conversations are automatically tagged during recording. This "metadata" allows users to easily search and navigate to a desired call recording using a process called dynamic filtering.

More Call Documentation Features

- Selective recording, allowing only desired extensions to be monitored
- Security permissions that provide discrete access to the entire call recording, or just a select segment
- Call recording playback via encrypted media file streaming between locations for tighter security
- Flexible connectivity options, including IP station side, trunk side, digital station side, and voice activated recording

- Ability to highlight, annotate and share select portions of a call recording

Flexible Set up & Implementation

- Integrated hardware and software provides a turn-key platform. The recording appliance consists of a single, rack-mountable server capable of interfacing with digital trunk circuits or Internet endpoints. It can support tens of thousands of hours of recording storage.
- Software-only solutions can be delivered on a per-port, per-application basis to address Internet-based recording needs. Organizations can deploy the software on the hardware platform of their choice.
- Virtualization, whereby the voice documentation solution is implemented on a shared server in a data center or cloud to efficiently meet the recording needs of multiple locations. Customers benefit from cost savings and operational flexibility to meet changing needs.

With all these implementation choices and call documentation features to choose from, businesses of any size can affordably create a central call record archive to meet unique compliance mandates, facilitate improved internal collaboration, and improve how they serve their customers.

Jeff Nolte is President of Chesapeake Telephone Systems (www.CTSmd.us) in Millersville, Maryland. He can be reached at 410-850-4848 or jnolte@ctsmd.us.