

Online Call Recording



An Indispensable Quality Assurance Tool: Using the online call recording feature gives you the ability to listen to the incoming calls to your stores with just a click of the mouse. This powerful tool allows calls to be recorded and archived on the web for playback at your desk through an easy-to-use online interface. Here's a few of the many ways the feature can be used to improve the service you provide your customers:

- **Enhance sales training:** Call recordings can be used as training tools to illustrate common sales scenarios and to demonstrate how to overcome customer objections. Information gleaned from recordings can be used to refine sales pitches and identify techniques that increase close rates.

- **Improve professionalism and company image:** Knowledge that calls are being monitored motivates retail staff to provide a consistently high level of service to your customers. Recordings can also reveal areas in which your staff requires more information about particular products or services to handle customer inquiries better.

- **Increase efficiency:** Listen to the recordings to assess how long and how often your customers are being placed on hold.

- **Confirm information:** Following a call, you can check the recording to be sure you wrote down the customer's correct address or credit card number. This allows you to confirm that the information you took down matches what the customer provided during the call. It saves your next call for constructive follow-up, rather than having to ask the customer to repeat basic information.

The screenshot shows a web interface titled "Your Tracking Reports" with a navigation bar for "E-MAIL CUSTOMER SERVICE" and "HOME PAGE". It includes a search form for "Report", "Number/Campaign", and "Date", with a "Update" button. Below the search form are options for "Download Report" (Microsoft Excel, Comma Separated Values, CSV) and "Call Recordings" (Currently in Windows Media format, Switch to Real Media), along with a "Help" link. A section titled "Call Detail for All Numbers" provides summary statistics: "Customer Name Here (Account #)", "Sunday, May 4th 2003 to Saturday, May 10th 2003", and "Covers 429 calls totalling 1,784.7 minutes during 7 days (5 weekdays)". A table displays call details with columns for Day, Date, Time, Number, From, To, Rec., and Err. A call record is highlighted, and a magnifying glass shows a speaker icon and a floppy disk icon, indicating playback and download options.

Day	Date	Time	Number	From	To	Rec.	Err.
Sun	05/04/03	11:59 AM	800-270-3464	316-380-0000			
Sun	05/04/03	12:14 PM	800-270-3464	636-526-0000	Chester		
Sun	05/04/03	1:47 PM	800-270-3464	316-722-0000	Kansas City KS		
Sun	05/04/03	1:47 PM	800-270-3464	316-838-0000			860000
Sun	05/04/03	2:16 PM	800-270-3464	316-781-0000	Bindgeton MO		860000 6.3
Sun	05/04/03	2:48 PM	800-270-3464	636-536-0000	Chesterfield MO		860000 6.5

*We are pleased to offer this powerful call recording feature through our partnership with **800response**. Have questions? A web demo is available. Call 978-887-8008 today, and we will be happy to answer any questions for you.*

Revenue Solutions for the Wireless Industry