

# Customer Call Recording

**When accurate communication between customers, prospects, suppliers and employees is important – Call Recording is the ultimate tool!**

A businesses’ service reputation is one of its most valuable assets, and nothing impacts yours more than your employees’ voice interactions with your customers.

**For less than 50 cents per user per day**, your business can add Call Recording to measure service quality and make measurable progress toward improvement.

When you combine this easy to use tool with a few simple techniques, you can expect a better overall experience for your customers.

## The Benefits of Call Recording:



### For your Company:

- Improve service reputation
- Improve employee productivity
- Resolve disputes quickly
- Comply with legal requirements

#### Training Opportunities:

- Review calls to train quality communication in all positions
- Group review of important calls with customers/suppliers

#### Ease of Use:

- Usable by and benefits many positions
- Cloud-based solution, little to no upfront costs
- No hardware or software to maintain
- Easy to use and scalable feature, licensed on a per user basis



### For your Managers & Coaches:

- Quickly train new employees
- Give people applying for positions examples of work

#### Know your Top Performers:

- Conversation topics & style
- Language and words used
- Common questions & answers
- Number of calls, minutes, & average time per call

#### Find Examples of:

- Great calls
- Missed opportunities
- Low quality calls

#### Hold your Reps Accountable:

- Accuracy
- Consistency
- Efficiency
- Quality



### For your Employees:

- Work from office, home and mobile with Business Mobility app
- Self-develop and become a top performer
- Review complicated conversations and get details right for CRM notes
- Ask for help with questions and complicated issues
- Do more accurate billing of time and materials
- Be proud of their contribution to company success!

*“We use call recording daily to review service ticket details and identify ways we can improve our service, productivity and communication with clients.”*

**- Ryan Cummings**  
Vice President, POPP Communications

## The Ultimate Tool for Management to Recognize, Reward and Retain Top Performers

Imagine - having a tool that enables your management and coaches to duplicate your top performers.

Reviewing and scoring service calls allows you to identify the best techniques of your top performers, giving you a model to use to duplicate your top service reps. A top performer is the most productive because they listen and communicate clearly, both verbally and in their database entries. They propose the correct solution the first time, which can trim a 10 minute call down to a 5 minute call, and that makes a big difference when you're handling hundreds of calls per day.

Using call recording to elevate all team members to the levels of your top performers improves your reputation and leaves you with delighted customers.

Simply have each of your service employees identify their best and most challenging calls each week and bring them into their coaching meeting to review

together. Create a simple scorecard of objective criteria you're looking for in a successful call. You'll be able to assign ratings of their performance while on the phone and incorporate the ratings into their performance review so that you can identify and compensate your top performers with confidence.

Over time, you can create a library of the best calls for everyone to learn from.

This simple technique can be applied to any position that interacts with prospects and clients over the phone (e.g. sales representatives, receptionists, finance team members, etc.)

### Scorecard Sample:

<b>Conversation Quality Scorecard</b>					
		3 - Meets expectations			
Employee Name: John Doe		2 - Marginal, needs improvement			
		1 - Unacceptable			
<b>Weekly Call Criteria - Did the employee:</b>		<b>1/29/2019</b>	<b>1/22/2019</b>	<b>1/15/2019</b>	<b>1/8/2019</b>
Answer the call with the approved greeting?	3	3	2	2	
Speak clearly and at an appropriate speed?	3	2	2	2	
Ask clarifying questions (as needed)?	3	2	2	1	
Offer the correct solution, propose alternative solutions?	2	2	2	2	
Accurately quote any charges?	3	2	1	1	
Ask for, and receive the caller's approval for any charges?	3	2	2	2	
Thank the caller for their business?	3	3	3	2	
<b>Total</b>	<b>20</b>	<b>16</b>	<b>14</b>	<b>12</b>	

## Resolve Disputes Quickly

Sometimes misunderstandings happen.  
Call recording helps clear the fog.

When two parties disagree on what was promised, this can often lead to a frustrating cycle of "he said, she said", as well as lost time and damage to your brand. Call Recording allows businesses to easily review exactly what was said, which will often de-escalate the issue and shed light on how to proceed.

This is a great opportunity to look for patterns and identify language improvements that can clear confusion, reduce frustration, and save time in the future.

## Comply with Legal Requirements

Ensure you have the recordings needed to comply should the need arise.

Many industries are required to record and retain their business calls in order to comply with regulatory requirements, such as HIPAA, Sarbanes-Oxley, and others. If your business operates in one such industry, the importance of a dependable recording system cannot be overstated.

- Retrieve calls quickly and easily with a variety of search criteria
- Share calls with others as needed using a web URL or e-mail attachment
- Download any calls you wish to archive
- Calls can be encrypted to keep them secure and accessible only to authorized users
- Configure automatic call retention/deletion schedules based on a specified date or storage limit

## Benefits and Uses for Many Positions

Call Recording is a tool for more than just management.

A common misconception about call recording is that it is a tool for managers only. However, we recommend that you allow employees to review their own calls. Just as leading sports organizations have players and coaches review footage to improve their performance,

you now have access to the tools and technology to allow your players to do the same.

Ultimately, you have control over which individuals can have access to which calls.

### Knowledge Workers: Service, Sales & Project Manager

Knowledge workers deal with complex matters over the phone. With Call Recording, they can focus on listening to understand the content as opposed to scrambling to document all of their notes in real time. With the ability to review their own calls, these employees can be fully engaged in the live conversation and then revisit the recording to confirm any details they may have missed.

### Developing Additional Top Performers & Knowledge Workers

Employees who are new to the organization or learning new skills can listen to their own calls (or the library of the best calls) with their coach. This will help them identify where they need to improve and eliminate the ways they beat themselves.

### Human Resources

Those who perform interviews of prospective employees can share the interview recordings for peer review or to bolster their interview techniques. Call recordings may also be a powerful resource to protect against liability in the separation/termination process.

# Flexible and Scalable Cloud-Based Recording

With POPP's Call Recording, you choose which users are recorded.

For users who will have Call Recording, you can mix and match **Standard** and **Pro licensing** to tailor a cost-effective recording system to meet your needs.

Call recording is available on both user types - Enhanced and Basic.

Administrators and users access the system via the call recording portal and can review the Call Recording User/Admin Guide found at [POPP.com/support](http://POPP.com/support) for additional information.

Feature	Standard	Pro
<b>Cloud-Based, Always-On Call Recording</b> No equipment to buy or maintain. Online portal of recordings and reports available via computer/smartphone and accessible from anywhere with an internet connection.	✓	✓
<b>Multiple Recording Options</b> Record all calls or a specific subset of calls (e.g. inbound only).	✓	✓
<b>Intuitive Web Based Call Search, Playback, Share and Archive</b> Search multiple calls by a variety of search parameters (e.g. date, time, agent name, calling number). Download important calls to archive and/or share with others.	✓	✓
<b>Centralized Multi-Site Recording</b> Regardless of where users are physically located, calls can be stored and organized in a single database.	✓	✓
<b>Configurable, Automatic Retention and Clean-up</b> You can determine how long to retain calls and calls outside of the retention period are automatically deleted.	✓	✓
<b>Live Monitoring</b> Supervisors can listen to calls in progress for training and coaching.		✓
<b>Encryption (256bit AES)</b> Users dealing with sensitive information or with compliance requirements can have calls encrypted for added security.		✓
<b>Pause/Resume Recording</b> Users can pause/resume the recording during sensitive portions of the call (e.g. taking credit card numbers) for compliance. Pause/Resume can be done via web portal or with a softkey configured on the Poly (formerly Polycom) desk phones.		✓
<b>Included Storage Per User</b> Each user has included storage that is pooled with all other users. Additional storage is available for purchase. Each GB of storage equals approx. 142 hours of audio.	1GB	1GB

Note: There are laws related to the recording of calls and ensuring that one or both parties is made aware of and consent to their calls being recorded. As a general rule, we recommend that you inform all parties (either verbally per call or with an automated recording) that their calls may be recorded. POPP clients are solely responsible for compliance with any call recording laws that may apply to their business/industry.



Learn more at [POPP.com](http://POPP.com) or call us at 763-797-7900.