

Harnessing the Power of Call Recording

If you've been placed on hold during a phone call to an organization or its customer service line, you've likely heard the message, "This call may be monitored for training and quality control purposes." We hear the words so often that we scarcely pay attention to them anymore. Yet, their prevalence suggests something important: Nearly all organizations find it necessary, even critical, to record their customer calls.

Call recording has taken hold across a range of industries, from financial services and retail to healthcare and manufacturing, not to mention non-profits and government entities. Organizations large and small, across every region of the world, are harnessing the power of call recording.

Why? That question was put to more than 80 professionals working in a variety of industries, job roles, and geographic locations:

Let's take a closer look at the top five reasons.

Why do you Record Customer Calls? (Respondents could give more than one answer)	
Ensure quality service, assess agents	69%
Dispute resolution/risk management, protection	56%
Training/coaching/development	43%
Compliance – regulatory or internal processes	33%
Order verification	19%
Sales performance optimization	11%
Staff motivation, incentivizing	10%
Product development ideas	8%
(Source: Orecx, 2014)	

Reason #1: Ensure service quality/assess agents

Despite technological innovations and alternate means of communication, studies show that 90% of U.S. consumers still prefer to solve their customer service issues using the telephone (Source: fonolo.com). For many enterprises, call center agents provide the single-most "in person" contact customers have with your organization. The truth is, if your agents aren't performing as they should, then it reflects poorly on your entire organization.

These facts are borne out by harsh statistics: According to *U.S. News & World Report*, 15% of customers from American businesses defect due to poor customer service. Further, based on a report by the U.S. Small Business Administration and U.S. Chamber of Commerce, the number-one reason why customers leave, cited by 68% of respondents, was because they were upset with the treatment they received.

That's why it makes economic and business sense to use call recording software to ensure that agents are delivering the best possible service. Recorded calls offer insight into how agents are doing their jobs – all the way from making sure they're polite and respectful to ensuring they're equipped to tackle tough questions.

Recorded calls also serve as a means to help boost agent efficiency. Through recorded calls, your organization can identify workflow process breakdowns, discern screen navigation issues, and determine why calls are taking so long. You'll then be able to decide if software is working as it should or if training should be enhanced or revamped to shorten call response time.

Reasons #2 (and #5): Resolving Disputes and Verifying Orders

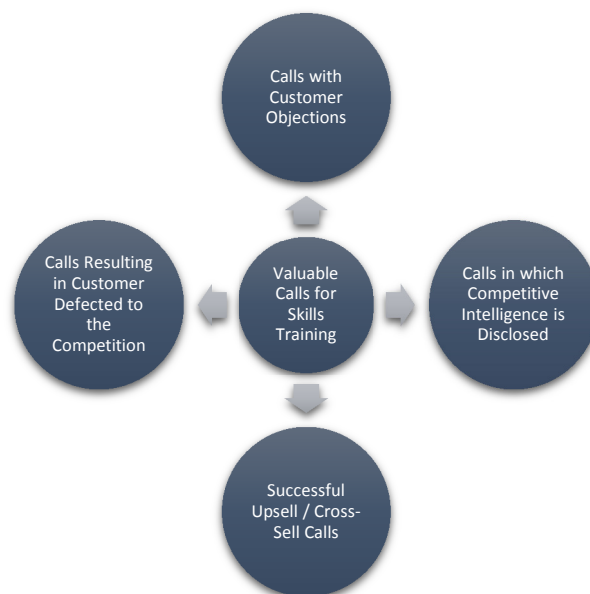
In a perfect world, no disagreements would ever arise between an enterprise and its customers. Unfortunately, disagreements do happen, and in some cases, these situations can escalate from friendly questioning to an antagonistic "he-said/she-said" skirmish. Like it or not, customers can claim that they never ordered a product, requested it in a different color/size/quality, didn't authorize their credit card to be charged, and/or a range of other points of discrepancy.

How can you determine who was right and who was wrong? With call recording, you have an easily referenced resource to resolve these disputes. Call recording provides protection to battle these disagreements, and it offers a valuable resource should the problem escalate to litigation.

Closely linked to dispute resolution is order verification. This is simply when the organization (or an agent) needs to double-check if an order was placed or any specifics about it that may be under question. Having a recorded call provides a tangible "evidence trail" that can be relied upon, if needed.

Reason #3: Training/Coaching/ Developing Staff

Organizations invest considerable resources in selecting, training, and retaining sales and customer service personnel. How do you protect this investment? By doing all that you can to ensure that your staff succeeds – both for their own benefit as well as to help improve your organization's bottom line. In this category falls a range of initiatives, including improving sales conversion,



increasing customer service levels, motivating underperforming staff, and training new staff.

Through call recording, for example, you can gain insight into which regions of your customer base have the most individuals who agree to a subscription upgrade or a cross-sell. This information can help your sales staff spend their time on the most promising targets.

In addition, listening to customer calls is useful in training agents to close more deals and to ensure they correctly understand a customer's intent to purchase or not.

Reason #4: Ensuring Regulatory Compliance

Here's where the cost of *not* recording calls can be substantial and significantly impact your business. This applies to companies that use telemarketing as part of their sales model as well as those that take credit card, health-related, or financial information over the phone. Just look at the average fines per infraction for failing to comply with certain regulations:

The High Cost of Non-Compliance

Regulation	Average Fine per Infraction
PCI-DSS (Payment Card Industry-Data Security Standard): Protects consumers from misuse of their credit card information. Ensures that all organizations, including online retailers, process and transmit their customers' credit card data.	\$10,000-\$50,000
Telemarketing Sales Rule: Requires telemarketers to make certain disclosures when soliciting consumers. It also mandates that telemarketers tell the truth.	\$16,000
Do Not Call Registry: A registry intended to give U.S. consumers an opportunity to limit telemarketing calls they receive.	\$11,000
Dodd-Frank Wall Street Reform & Consumer Protection Act: Protects consumers from abusive financial services practices by large banks.	\$7,500
HIPAA (Health Insurance Portability & Accountability Act): Protects the confidentiality and security of personal healthcare information.	\$1,000

As you can see, not recording calls can lead to seriously detrimental – and financially significant – consequences, not to mention a negative impact on the company's brand perception.

Beyond the List: Gleaning Sales and Business Intelligence Data

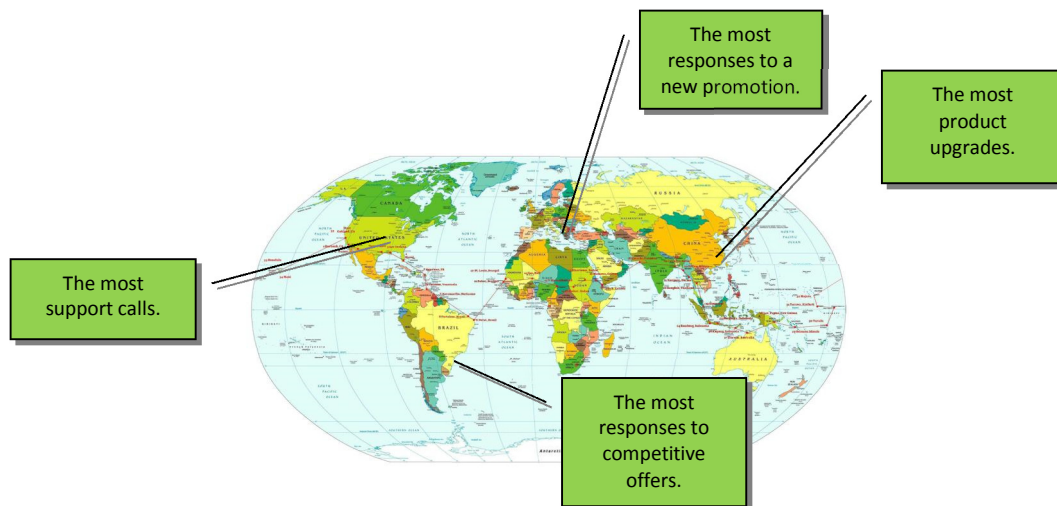
In addition to the reasons noted by respondents, call recording can enable organizations to gather vital sales and intelligence data, which provides critical information for decision-making.

Sales Intelligence

Many organizations use recorded calls to glean sales intelligence information, which can offer insight into customer buying patterns.

For example, call recording software can give you an inside glimpse into the activities of your competitors. How? Sometimes when a customer or prospect calls into a call center, they're unsure about whether or not they want to make a purchase and may reveal information about your competition, as in "I get a free 30-day trial when I sign up with XYZ Corporation." This competitive intelligence can provide your sales and marketing organization with insight to help re-align their campaigns or promotions.

Similarly, call recording systems can help you gather key geographical information. Knowing which parts of the country or the world are most receptive to your products or services can help you better identify specific customer segments, leading to more successful lead generation and closed sales.



Finally, call recording offers the ability to segment calls by product or service. This information can then be passed along to product development teams so they can remedy any deficiencies – or even create new products to address these concerns.

Business Intelligence

Closely related to sales intelligence is business intelligence, which is gathering information to aid in strategic planning, and the identification of new business opportunities.

Using call recording can help you learn, for example, why customers defect, a critical issue for any organization. In fact, according to *Harvard Business Review*, the average business loses 50% of their customers every five years. When you record customer calls, and listen to the calls of customers who are dissatisfied, you gain valuable insight into the reasons why customers choose to no longer buy your products or services. Gathering all these responses together, you can develop a matrix of “canned responses” (examples below) to customer defection assertions, helping to mitigate customer departures in the future.

Customer Retention Response Matrix

Challenge	Response
XYZ company offers a money back guarantee. Why don't you.	I understand. We offer free 24x7 support to handle any and all issues you may have. That should allay any concerns you might have. Furthermore, you can cancel at any time.
I can't afford it anymore.	Did you know we offer different payment plans, including a pay-as-you go, affordable monthly rate?
I'm not happy with your service.	I'm sorry to hear that. Can I have one of our senior support managers contact you directly to discuss your concerns? Would that be helpful?
Your competitor offers a better product.	Oh, I see. What if I were able to upgrade you to our premier product for free for 90 days? Would that interest you? Our premier product offers much more functionality.

From recorded calls, you can learn if your call center receives numerous cancellation calls for a specific product. The meaning? Perhaps your sales/marketing messaging around the product is misleading and must be revised. You can use this information to more accurately represent your products or revamp your advertising campaign.

So, the next time you hear that recorded message, pause a moment to think: Is *my* business doing all that it can to capture the potential of call recording? If the answer isn't a resounding “yes,” then perhaps it's time to consider ways that it can.

For more information on the most affordable, easy to use and customizable call recording software on the planet, please visit www.orecx.com or call 1 (312) 945-7622.