

OAISYS[®] Tracer for Contact Centers

An OAISYS White Paper

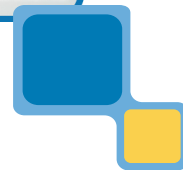




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OAISYS Tracer for Contact Centers

For many businesses within an ever-expanding range of industries, the modern contact center has become a vital component of their daily operations. The contact center and its agents are often the primary touch point for an organization's customer base, and it can significantly impact the success, or failure, of that ongoing business relationship.

Businesses that utilize formal and informal contact centers have come to depend on call recording and reporting technology to help ensure proper customer service delivery, efficient workforce management and regulatory compliance. Given this escalating demand, an increasing number of vendors have appeared on the scene to promote a confusing array of technology options for addressing call recording and contact center management. For businesses interested in such a solution, the purchasing process can be difficult to navigate and laden with questions, and the risk exists of a selected product failing to meet the specific needs of their contact center.

In this white paper, we will highlight key features, functionalities and benefits of the OAISYS® Tracer voice documentation and interaction management solution and demonstrate simply and directly how it can be easily applied to contact centers of all sizes.

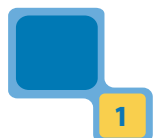
OAISYS Portable Voice Document Technology

Almost any call recording solution on the market will create an electronic copy of the telephone calls it is configured to record. However, in most cases, there is very little built-in flexibility for choosing what calls are recorded, and even less functionality available to effectively use those recordings once they are captured. A key differentiator of the OAISYS solution portfolio is our patent-pending OAISYS Portable Voice Document (PVD™) technology, which enables users to leverage call recordings in ways that simply aren't possible with other vendor solutions on the market.

Talkument® is the base call recording software from OAISYS, utilizing PVD technology to create digital media documents from business telephone calls and associated contextual data, which are then centrally stored on a secure network repository. Users have the ability to organize, retrieve, play back, annotate and share these voice documents.

Talkument does for telephone calls what the advent of email did for letters and memos, providing similar benefits to collaboration, productivity and accuracy. Talkument captures digital recordings, or voice documents, of authorized users' phone-based conversations. Whether a recording is initiated automatically or manually, conversations are captured in their entirety from "cradle-to-grave," and can be securely shared with other authorized users inside or outside the organization to facilitate improved collaboration.

Voice document management and accessibility is simple and efficient, owing to the instinctively familiar Microsoft Outlook®-style organizational folder structure of the Talkument user interface. Static folders enable users to manually organize call recordings as needed, while dynamic folders make it possible to automatically organize recordings based on pre-defined criteria or conditions set for that folder. Additionally, the user interface is intuitively designed to help users quickly locate recordings by conducting a search on a wide variety of specific file attributes or by simply locating a call within a dynamic search folder.





Users can highlight specific portions of a conversation and insert text annotations with additional information as needed. These annotations are then permanently associated with the voice document. Voice documents and their attached annotations can be easily and securely shared with staff members, supervisors and authorized people outside the organization to confirm important details shared on the call, collaborate on projects, resolve disputes and correct miscommunication errors.

When a call is shared, the recipient is provided with a secure link via email, ensuring the actual encrypted call never leaves the server, thus providing a higher level of security than other solutions, which facilitate call sharing by attaching an actual copy of the call in a sound file format, such as .WAV or .mp3. However, in the event that a standard file format is preferred, users do have the option to easily convert PVD files to .WAV or other format, enhancing the overall flexibility of the solution.

Every OAISYS Recording System, regardless of size, is equipped with an unlimited user license for Talkument. This extends the many benefits of call recording beyond the contact center walls to virtually every member of the organization across every department.

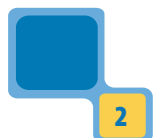
Tracer: Professional Interaction Management

OAISYS Tracer software builds upon Talkument and the core PVD technology with advanced capabilities for quality assurance, real-time coaching and personnel development. This includes features such as robust live and auto call monitoring with pause, rewind, fast forward and instant messaging functionality, synchronized desktop video recording and employee evaluations and quality reporting for proactively developing personnel and monitoring service.

Tracer automatically records, stores and organizes telephone conversations and, optionally, associated screen activity on a central, secure network repository. Using a variety of audio connections, communications system integrations and recording triggers, Tracer can target those conversations that have a lasting impact on your business.

Engineered to support sophisticated, enterprise-class recording needs, Tracer can operate either trunk-side or station-side and delivers data link integration with a wide range of business communications systems. Tracer provides unlimited user access to search and play back call recordings based on extensive permissions criteria, including DNIS, agent ID, ANI, call duration, call direction and much more. Tracer VOX recording integration addresses the needs of businesses engaged in radio communications, including dispatch facilities, transportation networks, 9-1-1 centers and other public safety organizations.

As noted previously, OAISYS PVD technology enables access to recordings via encrypted media file streaming. Tracer's advanced administrative application allows for easy assignment of individual and group permissions, ensuring call recordings are accessed only by those with proper authority and in accordance with established company policies. The administrative interface also provides visibility to log files showing the date, time and user name associated with the playback of all recordings, creating an audit trail that helps support legal and regulatory compliance requirements.





Agent Evaluation and Monitoring

Consistent evaluation and monitoring of agent interactions are essential duties for contact center managers and supervisors. Reviewing calls enables management to see what agents are adhering to scripts and processes, what scripts are proving most effective, which agents have the best phone manner and how agents represent the company, its services and products overall.

The Quality Control Module included with the Tracer software makes evaluation of agents easy, efficient and reliable. Calls can be individually or automatically selected for evaluation, either from the historical calls repository or “ad-hoc” while they are in progress, and evaluations can contain an unlimited number of questions using a 1-5 ranking system or simple “yes/no” format.

Employees can even listen to and evaluate their own performance and compare their assessment to evaluations completed by their managers and supervisors. In the event of significant disparity between these evaluations, which might be an indicator of poorly communicated expectations, management can engage with staff to identify where the problem lies and how it can be corrected.

Tracer’s quality control work queues allow users to create rules for the count and types of calls that call center supervisors must evaluate, making it simple to automatically collect calls that meet established evaluation requirements. Custom evaluations can be created based on types of calls, agents, ACD groups and other criteria. Work queues can then be based on either the number of calls or a percentage of calls (a maximum of 100 calls in either scenario), and can be set to occur either on a daily or weekly basis.

Evaluation of agent performance is further streamlined by Tracer’s ability to automatically categorize calls that meet set criteria, such as agent ID or extension lists, within a specific search folder. For example, a contact center supervisor can easily review a folder comprised of only his or her sales agent calls. Management is empowered to maximize the efficiency of their quality assurance processes with immediate access to the information they care about most.

Tracer’s Live Call Monitor feature allows calls to be monitored while in progress, enabling contact center management to monitor their agents’ interactions with customers in real-time. Management can seamlessly access calls occurring across all nodes of the enterprise voice network, such as those handled in a remote or branch office.

Users can connect to one or more Tracer systems, each with up to 192 channels. These channels can be associated with live calls used to provide audio streams to the Live Call Monitor, and calls to be monitored are regulated by permissions lists. Supervisors with appropriate permissions can easily hear what is transpiring on a call in real-time, making it easy to conduct spontaneous or “ad-hoc” reviews as desired.

Tracer’s Auto Call Monitor feature enables automatic live monitoring of calls by agent or by dynamic search folders. This delivers an incredibly robust tool to streamline supervisor access for monitoring a range of important calls as they occur. For example, if a new sales agent experiences difficulty with a customer and tags the call using a custom “Irate Caller” button, the contact center supervisor with the appropriate auto monitor configuration may begin hearing the call instantly, or can receive an instant visual and/or audible notification of the situation requiring their attention.



Additionally, Tracer's live monitoring functionality is further bolstered by the ability to add text comments directly to calls while they are in progress, which then become a permanent part of the voice document along with the audio recording. Management will benefit from capturing their observations in real-time and providing immediate feedback to their staff.

Tracer also delivers supervisor and agent chat capabilities, making it easier to oversee agent teams and support contact center management objectives. Agents can conveniently request coaching assistance, and supervisors can, in turn, respond via integrated instant messaging, enabling unobtrusive coaching sessions that help agents achieve targeted goals, such as cross-sell and up-sell opportunities, and to resolve difficult customer situations.

Workforce Optimization

The Tracer Agent Desktop Client is provided free of charge and includes unlimited user access. Using the Desktop Client, agents can view relevant information about a call in progress, start and stop call recording (provided they have the appropriately assigned permissions to do so) and request coaching assistance if needed.

The Agent Desktop Client also includes an integrated Call Tagging interface for adding text notes or category assignments to voice documents in real-time. Tags added by agents can be viewed within the voice document and used as search criteria for easy retrieval. Up to six programmable buttons and drop-down menus, configured by the administrator, can be created for this purpose. For example, in a collections contact center environment, the buttons could be used to tag calls with the nature of exchange, such as "Agree to Pay" or "Payment Extension Requested."

Screen Recording

Contact center agents use a wide variety of software programs to process customer service inquiries during a typical working day. Different software applications for managing customer records, order entries, payment transactions and other tasks can be found in many contact centers, and as the number of applications used increases, the likelihood of an agent error escalates as well.

To provide management with greater insight into agent activities, Tracer has an optionally available screen recording capability to track agent computer usage at the desktop level.

Tracer Screen Recording works in synchronization with voice recording, capturing the entire scope of the agent interaction, helping to promote high quality customer service delivery, improved employee productivity and overall efficiency of processes within the contact center.

In the event of an inquiry, customer dispute or allegation of regulatory non-compliance, management can easily reconstruct the interaction by listening to the call while also viewing the associated on-screen activity.



Reporting

Agent calls and the associated activity data derived from them won't prove nearly as actionable for contact center management without the necessary tools to assist them in drawing meaningful conclusions.

Tracer Reporter is the powerful reporting package included with the Tracer contact center management software. Businesses can generate comprehensive, accurate and timely reports, including graphs for easy analysis, on contact center activity. Managers can make well-informed decisions regarding staffing levels, contact handling procedures, marketing and advertising efforts and much more.

Tracer's reporting capabilities make it easy to evaluate and compare performance of individual agents or agent teams, make staffing or training decisions and develop incentive programs to help agents meet overall contact center objectives. Used in combination with Live Call Monitor and Auto Call Monitor as well as the Quality Control Module, Tracer Reporter provides a comprehensive personnel development and business intelligence platform.

To ensure the solution is used effectively, Tracer also includes an Owner's Report feature to help hold managers and supervisors accountable in performing their oversight and quality assurance duties. The Owner's Report can be automatically generated via email and lists all user activity for a specified period, including who monitored which live calls, how many calls were reviewed and evaluated, what calls were coached and what managers ran what reports.

OAISYS API Integrations

Tracer provides a free, system-level Application Programming Interface (API), designed to leverage open technology and provide an easy development and deployment environment. While many other vendors charge a premium for API integration, OAISYS provides this free of charge, further enhancing the overall value and utility of the Tracer recording system. The Tracer API is an open architecture developer's kit that is designed to allow communication with third-party software and devices, such as various predictive dialers, ACD and other contact center applications.

The OAISYS Web Services API allows key components of OAISYS voice documentation solutions to be accessed via other commonly used business applications, such as Microsoft Outlook®, Microsoft Dynamics® CRM and Microsoft SharePoint®. Additionally, the free OAISYS Web Services API creates the foundation for OAISYS Mobile Recall, an application which allows web access to recorded calls anytime, anywhere via a smartphone, PDA or other mobile device.

Flexibility and Scalability

Over time, the business needs of a contact center will likely change and evolve. What is today a 10 agent operation could, in time, grow to include hundreds of agents. Therefore, Tracer is designed to be easily scalable while still retaining reliable performance. OAISYS offers a range of scalable, networkable platforms that use the Microsoft Windows operating system and the Microsoft SQL database, easily accommodating the varied needs of small-to-medium sized businesses and multi-site large enterprises.



Business Process Benefits

Now that we have provided an overview of Talkument, OAISYS PVD technology and the advanced capabilities of the Tracer solution, we'll more closely examine the key benefits Tracer can provide in a contact center environment.

Agent Training

A well-trained agent force, well-versed in the company's goals, policies and procedures is critical to the success of any call center. An effectively crafted training regimen that is consistently delivered and regularly refreshed will help ensure agents remain on course with desired practices rather than striking out on their own with divergent methods.

Without call recording technology, agent training revolves primarily around role playing and the suggested handling of hypothetical situations. Call recording has made it possible for supervisors and managers to use an agent's own interactions and those of their colleagues to highlight real-world examples of well-handled calls in addition to calls need improvement.

Tracer's PVD technology makes finding a specific call and adding notes a simple matter, enabling supervisors to identify and share calls for agents to review. Particularly well-handled calls, such as when an agent uses established techniques to deliver an up-sell offer that successfully resonates with a customer, can be shared with the entire group, enabling them to model their own behavior accordingly.

Sharing calls with agents is also much more interactive and leads to a higher level of engagement. When a manager asks an agent to provide a critique of his or her calls, the agent is forced to listen and evaluate objectively to discover what part of the call piqued the manager's interest.

Employees that are properly and frequently trained are more involved in operations and feel more active within the organization, leading to increased productivity and reduced agent turnover.

Business Documentation

Most companies are fairly thorough in documenting the various aspects of their daily business operations. Orders, policies and receipts are all cataloged and stored for future reference, and email communications are typically readily available to retrieve, review and share as needed. However, a key area that many companies overlook as part of their overall documentation strategy is their telephone-based communications.

While many contact centers regularly record their calls, when a situation arises that requires the retrieval of a specific call, users of other call recording solutions may find that experience to be difficult and complex, if not impossible. With the Tracer user interface, contact centers can store their documents in search folders, attach information such as account codes and conveniently search for and easily retrieve voice documents as needed.



For example, if a client calls to voice a complaint that an agent violated a regulation, the supervisor can retrieve the call in question based on any number of criteria, play it back and discover what was actually said and by whom.

In the event the complaint is escalated further, having the actual call available for review could even mean the difference between a fine and exoneration.

Risk Management

Voice documents can be used to reduce the risks and impacts of miscommunication. Improperly filled orders can lead to costly returns. Miscommunicated instructions can lead to damaged merchandise. Misunderstood orders can lead to the wrong items being shipped at the wrong times.

When mistakes occur or are alleged, having a voice document of the call readily available can help to resolve the situation quickly and with a minimum degree of effort. If it is determined the agent was not the party responsible for the error and the customer really did order 15 items for delivery on the 10th rather than 10 items for delivery on the 15th, the call can be used to successfully dispute the claim and eliminate liability risk for the company.

Regular spot checks of calls can help to prevent mistakes before they occur. When agents know their calls may be randomly monitored and reviewed, there is a greater likelihood they will be more precise and accurate in their transactions and will maintain a professional demeanor at all times.

Electronic Discovery

It is an unfortunate fact that today's business world has become increasingly litigious, and it is a trend that shows no sign of slowing down.

In this complex business environment, the threat of litigation is one every organization must consider and prepare for. It can cause uncertainty for business owners, corporate shareholders and officers and dramatically disrupt operations or even jeopardize the stability of the company. Nearly 90 percent of U.S. companies with revenue exceeding \$1 billion are facing an average of 147 lawsuits at any given time, and the average cost to defend a corporate lawsuit exceeds \$1.5 million per case.

Most businesses are aware that if someone sues them, they are required to produce documents requested by the plaintiff. However, many businesses may be unaware that this requirement also applies to electronic documents. In 2006, U.S. federal courts ruled that electronic records are no different than paper documents when it comes to the discovery process. Electronic discovery is the preservation and production of electronically stored information typically requested during the discovery phase of litigation.

Many cases have been won or lost due to how thoroughly defendants complied with the requirements of discovery when it applies to locating all relevant electronic records, such as email, and the contents of those records.



Tracer offers many features that can prove greatly beneficial to organizations when faced with litigation.

Advanced Search: Companies are required to provide all relevant electronic records. Advanced search capabilities allow users to search by date, the number called, the number from which the call originated and many other standard and customizable data fields.

Authentication: OAISYS call recordings are embedded with a distinct digital watermark that indicates whether they have been tampered with or altered, negating a potential challenge to the call's authenticity.

Process Adherence: Companies should review recorded telephone conversations to verify compliance with communications processes and various adherence mechanisms. This can be especially vital in environments dealing with sensitive data that requires strict identification verification, such as in healthcare, financial services and municipal services.

Regulatory Compliance

Contact centers are subject to a staggering array of regulations. From the Do Not Call Implementation Act that covers outbound call centers to the Telemarketing Sales Rule requiring verifiable authorizations for sales and a subset of regulations for virtually every industry or service, documentation and data retention are vital safeguards to a contact center's operations.

Contact centers dealing with any healthcare related information, such as patient records, medical collections or insurance claims, must comply with the security and confidentiality regulations set forth in the Health Insurance Portability and Accountability Act (HIPAA). OAISYS PVD technology, with its Windows-based architecture and secure means of permission-based, encrypted file streaming, fits conveniently into an organization's existing security plan, as required under the Act.

Companies involved in Medicare services, such as durable medical equipment sales, are subject to the regulations in the Medicare Improvements for Patients and Providers Act (MIPPA). MIPPA requires companies making in-home appointments with Medicare beneficiaries to record appointment setting calls to document the scope of those appointments. In addition to these regulations that directly affect phone-based interactions, there are many other instances where call recording should be considered a best practice that can benefit providers throughout other facets of their business.

Financial institutions are subject to The Gramm-Leach-Bliley Act (GLBA), also known as the Financial Modernization Act of 1999. GLBA is a federal law enacted to control the ways that financial institutions deal with the private information of individuals. The Act consists of three sections: The Financial Privacy Rule, which regulates the collection and disclosure of private financial information; the Safeguards Rule, which stipulates that financial institutions must implement security programs to protect such information; and the Pretexting provisions, which prohibit the practice of pretexting (accessing private information using false pretenses). The Act also requires financial institutions to give customers written privacy notices that explain their information-sharing practices.



Contact centers and companies that accept credit or debit card transactions by phone are required to comply with the Payment Card Industry (PCI) Data Security Standards. The standards were created to safeguard the personal and financial data customers provide to retailers, banks, service providers and credit card companies, and also to help those companies identify and properly address the common vulnerabilities of transactions to prevent them from being exploited for the purposes of fraud or identity theft.

Even those contact centers not directly engaged in these specific areas are likely subject to other regulations, policies and procedures. Whatever the specific regulation may be, Tracer helps contact centers by filling in the last gap of easily located and retrieved documentation.

Customer Retention and Superior Service

Regardless of the industry a business operates in, the organization's contact center is the touch point for customers and clients. As a result, an experience with the contact center will be one of the defining interactions that help to shape the company's image in the mind of its customers.

Tracer is an invaluable tool for helping to create satisfied customers. By using actual calls to train agents, live monitoring to spot check interactions and evaluations to rate their performance and chart improvement, companies are creating the best possible environment for ensuring a consistently positive customer experience.

When customers are satisfied with the service they receive and pleased with outcomes, they are more likely to remain loyal to a company, and also more likely to share that experience with other potential customers.

For example, in a sales-based contact center, managers or supervisors could ask the following about their employees' phone-based interactions:

- Was the caller greeted warmly and with professional enthusiasm?
- Were the caller's questions answered correctly and professionally?
- Did the agent attempt to turn the conversation into a sale?
- Did the agent explain any promotions that were relevant?
- Did the agent try to upsell the caller?
- Did the agent ask for the order?
- Did the agent thank the caller for doing business with the company and ask if there was any other way they could help the customer?

With Tracer, supervisors can listen to every call from every agent, or any specific call or group of calls they choose to help drive quality assurance efforts. They can easily rate and evaluate agent performance, then use actual calls to show agents where they are excelling and where room for improvement exists.

Tracer also provides the ability to capture valuable data on customers and their reasons for contacting an organization. With the user-defined call actions functionality in Tracer's Recording Client, organizations can program buttons to input and associate information along with their call recordings.



For example, a company could create buttons for, “Sales Order,” “Order Status,” “Service Issue,” “Billing Inquiry” and “Other.” Agents and knowledge workers can then click the corresponding button that matches the reason a caller contacted the organization. For, “Other,” they could also associate a text notation detailing the specific reason for the call.

Supervisors and managers can then generate detailed reports on why callers are contacting the organization and tailor their staffing and scripting accordingly. Rather than basing their decisions on loose assumptions, they can have detailed, factual information at their fingertips.

Conclusion

Even though call recording and reporting are mature technologies, there remains a great deal of variation between solutions. Selection of the right technology solution can serve to strengthen customer relationships, build brand equity and drive sales. Conversely, a lackluster technology choice can actually undermine customer confidence, damage relationships and even result in a loss of customers and revenue.

The OAISYS Tracer call recording and interaction management solution is an outstanding choice for contact centers because it was purpose-built with the specific needs and challenges of the contact center in mind.

Benefits of OAISYS and the Tracer solution include:

- Seamless integration with leading business communications platforms
- Robust feature functionality driven by end-user feedback
- Intuitive, easy-to-use and understand interface
- Advanced reporting and data mining capabilities
- Highly scalable, future-proof investment
- Industry-leading service and support programs

To find out more about OAISYS, Tracer, Talkument or to find a reseller, please visit our website at www.oaisys.com or call us at 888.496.9040.

Additional White Papers

Tracer Overview and Functionality:
http://www.oaisys.com/downloads/oaisys_tracer_white_paper.pdf

Call Recording and Electronic Discovery:
http://www.oaisys.com/downloads/electronic_discovery.pdf

Call Recording and Regulatory Compliance:
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