



## **CALL RECORDING AND VERIFICATION - NEW PRODUCT BRIEF**

### **“Trust, But Verify”—Protect your company with verification recordings!**

#### **Did You Know?**

- *With today’s web based applications, you can make the recorded files available to anyone in the staff, on-site or remotely.*
- *In most states, recordings are allowed **if** you let the caller know these archives are a part of your business process.*
- *Verification calls have found a place in the a range of businesses, mitigating a risk that might come out of misunderstanding and result in thousands of dollars in damages!*

Increasingly, customers are finding the necessity to record calls with customers, clients, patients and creditors in an effort to verify specific details that might come up in a future discussion.

*If a dispute comes up, unless you have a recording of the actual call, the customer is “always right”, whether they are or not.*

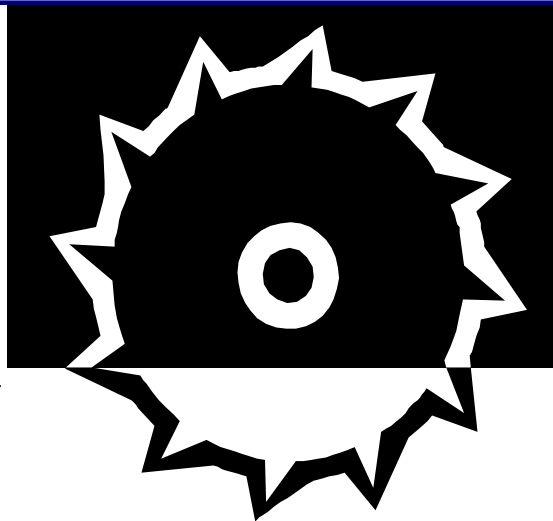
**C**all recording can help recover revenue or to clarify information on the actual call. This added service can allow you to preserve the customer relationship, while at the same time confirming you have provided exactly what was discussed.

*By simply letting a caller know that the call “may” be recorded, you are covered under the current state law.*

#### **Call Recording—How we do it!**

Our platform allows us to insert our recording equipment into the call, much like adding an extension on your home phones.

As the call is being recorded, the information remains on our platform.



**Call Recording can help you buzz saw through communication problems and keep your customers!**

While these calls are typically used in transaction, collection or billing, here are a few other ideas for other departments:

#### **Sales**

- Record all sales leads that go to specific 800 #s. Leads can be emailed to the rep with the recording of the customer provided informa-

Once the call is finished, we email the .wav files at the end of the day to confirm voice recordings that should be with the customers’ files.

You can then archive the recordings and make them available to any staff person

tion.

#### **Verification**

- Record calls with customers or clients to allow team members to archive detailed specifics for confirmation later, while allowing them to remain focused on customer during the call.

- Be able to verify conversations with customers in the event of a dispute.

- Record payment commitments or verify information for publication.

#### **Training**

- Record customer service agents’ conversations for training and review. By example, they learn to defuse frustration and to help!

who wants to confirm specific details of a lead, a commitment or an opportunity.

For pennies a call, you company can validate instructions that were given and taken in good faith!