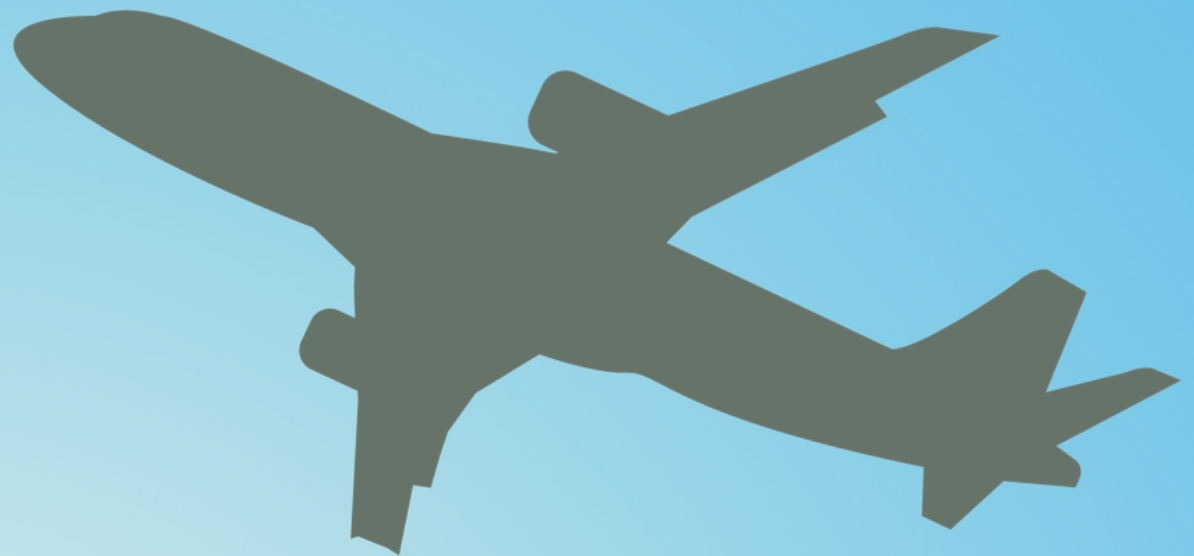


CASE STUDY



comm REC



CommREC Call Recording deployment in Aviation

CommREC Unified Call Recording for Voice, Video, Screen and Quality Monitoring Solution

Our Client is one of the leading airlines in Asia by number of aircraft and destinations and operates over 600 flights per week. It is one of the busiest airlines of that country and is also the flag ship carrier of that Nation. They are a member of the One World airline alliance.

Challenges faced

- Airports are complex organisations, a high variation of risks, thousands of passengers with changing priorities all together require a cost effective and efficient Call recording solution to fulfil their needs.
- It is very much essential to have a call recording solution in an airline to improve their communications and security both for operational and security concerns as they face security threats and complaints on a day to day basis.
- A simple miscommunication can lead to a potential lawsuit. So, without recording calls, it will be very difficult to handle such situations.
- They needed to improve the regulatory compliance as call recording feature empowers businesses to comply with legal, industry and service level compliance.
- It was a difficult task to check whether all the agents are active on calls and conduct an audit of services provided to clients.
- Without monitoring the calls of the agent it's difficult for a supervisor to train them or correct their mistakes to improve the customer service. (Agent greeting the customer, abusive comments etc.)
- The performance of the Agent was not up to the standard as their calls were not evaluated.

Solution offered

- With CommRec Recording solution, they were able to trace calls quickly to identify callers effortlessly.
- Improved security by keeping every phone call on-line for instant retrieval became a reality.
- With the help of CommREC call recording solution, the agent gave full attention to every call and took notes later when replaying it. So, missed and incorrect data captured during the call was easily rectified.
- Recorded calls helped them resolve disputes or defend against litigation from unhappy customers and in some cases the voice recording served as a verbal contract.
- With in-software call recording, the information is never lost or forgotten, saving business time and money and ensuring professional, reliable customer service.
- Call records were a very useful tool in self-storage to keep the calls as records for audit purpose.

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Business Results

- Our call recording solution helped reduce inappropriate calls, and helped detect any security problems.
- Threats were immediately identified and escalated to authorities.
- CommREC helped them to refine their processes.
- Our solution helped the Airline in improving the quality and training, dispute resolution and also for compliance purposes.
- Having a realistic understanding of clients, they were able to make their marketing efforts much more efficient and impactful.
- By looking at call histories with clients, the agents got the full history of communication records to resolve the situation without any disputes.
- The service quality improved tremendously and thereby improved their image in the Aviation industry helping them stay high in a highly competitive business environment.



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