

# CASE STUDY



commREC

# CommREC Call Recording deployment at a Bank

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

The client is a leading Bank with over 200 branches and 800 ATMs. The bank has operations in multiple countries in and around Asia. It has been rated as the Best Bank by "Global Finance" and also as the Bank of the Year by "The Banker" Magazine on seven occasions. They also have one of the biggest contact center operations to service their customers.

### Challenges faced

- This Bank has a complex network of branches and focuses on delivering excellent customer support. Thousands of customers visit their branches and always want to know more on how to increase their investment, which directly involves the Bank and its employees to offer high standards of customer experience and addressing their customer demands which all together require a robust, high performance and efficient Call recording solution.
- The current solution provider could not handle the high call volumes which was directly impacting their operations. Also evaluation of their call center agent performance, costlier renewals, non-availability of live monitoring features, etc. were huge problem areas.
- It is essential to have a call recording in a Bank like this to improve their communications and security, as they need to maintain a high level of customer satisfaction and address their complaints.
- A simple miscommunication can lead to a potential lawsuit. So, without recording calls, it will be very difficult to handle legal issues.
- 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 their supervisor to train them or correct their mistakes to improve customer service. (Agent greeting the customer, abusive comments etc.)
- The performance of the Agents were not up to the standard as their calls were not evaluated.
- The need for a high level of recording solution which has the capability to meet 99.99% of call recording, Call encryption, optimized storage of recording media storage ensuring its recording are available all the time and backed up on regular intervals for future storage and analysis.

### Solution offered

- Seamless deployment and platform migration to CommREC Call recording solution with redundancy running on Active-Active mode with no service interruptions.
- The deployed solution was integrated with Cisco Call Manager with Active Built-in-Bridge based Call Recording approach and it records all Cisco IP Phones including Cisco Jabber soft phones as well.
- Powerful and flexible Search, Playback, Download features with detailed Audit trail logs for better tracking of user's access.
- CommREC's crucial and powerful alerting system generated Call Recording related Alarms to mitigate any recording loss proactively.
- With CommRec Recording solution, they were able to trace calls quickly to identify callers effortlessly.
- High level of security and encryption of recorded calls to meet the regulatory compliance.
- Improved availability of 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.



## Business Results

- CommREC handled many thousands of call recordings, providing a stable and high-performance solution as expected by the customer.
- With in-software call recording, the information is never lost or forgotten, saving business time and money and ensuring professional, reliable customer service.
- Detailed information with valuable reports and hourly trend activities of the Call Center.
- Our call recording solution helped overcome the issues faced by the Bank with their earlier solution and CommREC could meet all needs as per their demands and expectations.
- Reduce inappropriate calls, and helped detect any security problems.
- Threats were immediately transferred to authorities.
- CommREC helped them to refine their processes.
- Our solution helped them 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.
- Banks need to deliver quality service to customers in the quickest possible time and this was achieved using CommREC.
- The service quality improved tremendously helping our Client retain its position as premier Bank in the industry!



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