

CASE STUDY



comm REC

CommREC Call Recording deployment in Oil & Gas

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

Our Client is India's leading Oil and natural gas Company having multiple regional offices and branches with a massive number of retail outlets.

Challenges faced

- Customer is running a Contact Center that supports its partners and business associates. The customer wanted to measure their agent performance, call quality to provide best quality service to its callers along with recording notification for every call that their call is being recorded to meet regulatory compliance.
- Being a large Oil company, the agents are spread across different regions and the call volume is also very high, this meant that the recording solutions should be able to record and handle such high call volumes reliably without any data loss.
- It was also important to make sure that, the calls are recorded at different regions with minimum bandwidth consumption and to have a centralised web console to view, search, and playback and download the recordings of all locations at one single interface. This was a massive challenge.
- They needed to improve the regulatory compliance as call recording feature empowers businesses to comply with legal, industry and service level compliance.
- The customer also wanted to play the call recording notification in different languages as per their company internal policy.
- Without monitoring the calls of the agent it was impossible to train and deliver a uniform customer service experience.
- Need 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

- Deployed CommREC Call recording solution with distributed infrastructure covering multiple offices and delivering a unified centralized web interface view, search, playback and download of recordings across all locations.
- The deployed solution records both physical IP phone and soft phones as well.
- Once the call is recorded, the output is stored in Stereo format where the supervisors can hear the Caller and Agent voices separately. Further the audio is shared to their internal team for analytics purposes.
- CommREC offers drill down information with every event and action performed in the application allowing the customer to utilize Audit trail logs and also integrates with their internal network monitoring system for proactive tracking.
- The solution also offers crucial and powerful alerting system to generate 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 business associates.



Business Results

- CommREC handles many thousands of call recordings, providing stable and high-performance solution as expected by the customer.
- With in-software call recording, the information is never lost and secure, saving business time and money and ensuring professional, reliable customer service.
- Met all regulatory compliance measure including their internal policies as well.
- Detailed information was provided with valuable reports such as:
 - ◆ Agent Detailed Report
 - ◆ Agent Summary Report
 - ◆ Group Detailed/Summary Report
 - ◆ Recording Report
- The client was able to provide clear voice samples by separating the caller/agent interactions and detailed analytics.
- Reduce inappropriate calls, and helped detect any security problems.
- Threats were immediately transferred to authorities.
- CommREC helped them fine tune their processes thereby saving time and other valuable resources.
- 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 personalised, local 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.
- With a robust recording in place the agents were able to scale up service delivery and this built the trust and confidence that the business partners had with their Clients.



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