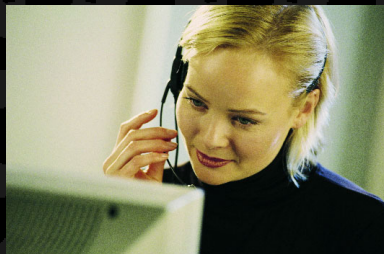


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THE LEADING VOICE RECORDER
UNRIVALLED RECORDING & REPORTING
FEATURES IN ONE PACKAGE

Voice Recording Solutions

Voicemaster

Voicemaster call recording solutions now include software for integration of voice recording files with call management, e-mail and internet reporting.

Reasons to record calls

From calls to the emergency services to holiday bookings taken over the phone, voice recordings can protect an organisation from dispute and help it to refine its customer service delivery.

All kinds of businesses and departments are now using call recording. There are many reasons why businesses choose to purchase a phone recording solution. Here are the some key return on investment (ROI) arguments for you to implement Voicemaster solutions:

- Liability: Resolve disputes and protect your business with recorded evidence
- Quality control: Improve employee performance and customer satisfaction
- Security: Detect or deter security breaches and inappropriate calls
- Training: Coach your employees with examples of high and low quality calls
- Marketing data: Learn about your customers and their response to marketing campaigns

Two of the main reasons for companies invest in recording are dispute resolution and call centre quality and training. Both demand different approaches to voice capture and storage, but both also require users to consider a variety of common factors when planning their voice recording.

Statutory or regulatory imperative is the primary driver of this trend. In the financial sector, for instance, where millions are traded over the phone every day, comprehensive voice record keeping is now a mandatory requirement; the UK Financial Services Association demands that voice transactions be as easily recovered and audited as any other kind of electronic record. This means that not only must financial traders employ a 'blanket' policy of capturing all voice transactions, both inbound and outbound but they must also be able to accurately recover the records of those transactions in a 'reasonable time' and also guarantee their authenticity.

To ensure that the right calls can be recovered in the 'reasonable time' demanded by the FSA (typically within two days of it being requested), call logging systems must also be able to apply metadata to call records that enable multiple-call transactions to be recovered as a compound record; they must be able to identify all calls made by a given individual; and they must be able to associate voice records with relevant electronics records to provide a complete chain of evidence in the event of an inquiry or dispute.

Creating an audit trail for evidential purposes, then, has been the primary focus of voice capture efforts. But many companies are beginning to realise that those voice files contain potentially valuable information about the quality of service that they provide to customers – and how that quality might be improved.

A growing number of companies with call centre operations are beginning to use audio files as a means of monitoring service quality and call centre agent training, a practice sometimes referred to as customer experience management (CEM).

Organisations are beginning to say to themselves, "If our business hinges on what our agents say to our customers, we'd better make sure that what they are saying is effective." By sampling calls in real-time and assessing the impact that sales scripts and supporting screen information has at each stage of the sales process, some customers have seen systems pay for themselves in less than 12 months.

GP surgeries and medical centres also have to record all 'out of hours' calls.

GP Surgery Recommendations, taken from:

RAISING STANDARDS FOR PATIENTS NEW PARTNERSHIPS IN OUT OF HOURS CARE – THREE YEAR PLANNING GUIDANCE

1. Are call abandonment rates currently recorded?
2. If yes, what is the %? (no more than 5% should be abandoned)
3. If no, what needs to happen to record this data?
4. Is the length of time to answer call recorded? (no more than 0.1% should be engaged, 90% answered within 30 seconds and all within 90 seconds)
5. Are the calls recorded?

Stat	Channel	Agent	Description	Start	Length	Dialed	CallerID	Note
1	Jennifer Smith	Extension 100	Extension 100	04/13/05 18:44:51	4 mins 28 secs	9194945706...		
2	John Wilson	Extension 200	Extension 200					
3	Undefined	Telephone Line 1	Telephone Line 1	04/13/05 18:44:41	4 mins 38 secs	714609415...		
4	Undefined	Telephone Line 2	Telephone Line 2					
5	Undefined	ISDN/T1/PRIV/E1	ISDN/T1/PRIV/E1					
6	Undefined	Radio	Radio					
7	Undefined	Microphone	Microphone	04/13/05 18:43:57	5 mins 22 secs			
8	Undefined							

Recommendation 6

All providers of out of hours services should put in place appropriate systems for call abandonment, time taken to answer the call, call recording and the recording of all clinical consultations'

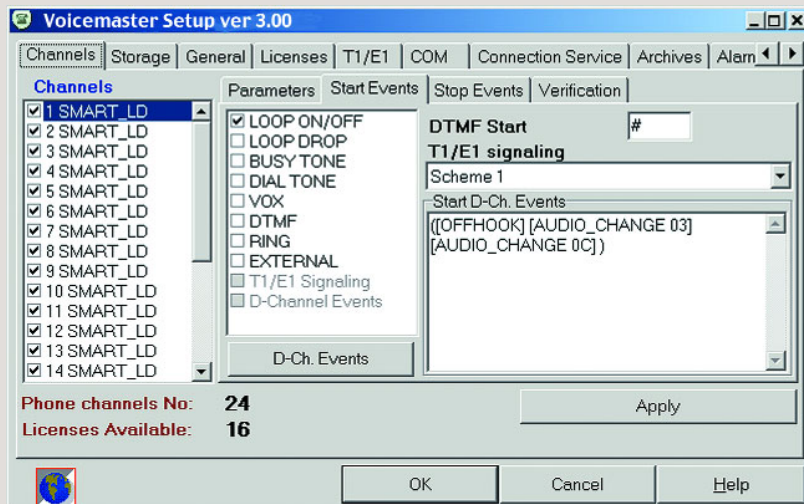
Key Questions to ask yourself with regard to call recording:

- Does your industry regulator require voice capture?
- Does your organisation conduct significant transaction volumes/value via the telephone?
- Does your organisation offer professional advice over the telephone?
- Are your staff subject to verbal abuse from callers?
- Does your regulator stipulate a minimum retention period for voice/data records?
- What is the maximum time period during which a typical business may be subject to dispute or error checking?
- What proportion of calls received/originated from your organisation carry a risk of dispute and/or statutory record keeping?
- Do you need to practice 'blanket' recording?
- What is the typical length of call likely to be recorded?
- If voice transactions may be used in evidence, can you guarantee voice record quality?
- Does your business/service need online access to voice records?
- What level of legal/commercial risk do unrecorded voice transactions present to your organisation?
- Are voice transactions a significant/growing element of your business processes?
- Can call quality be competitive differentiator?
- Can voice records capture data that would be lost to a conventional online CRM system?

Whether it is for quality control or security purposes, your recording requirements will be met with Voicemaster.

Voicemaster features:

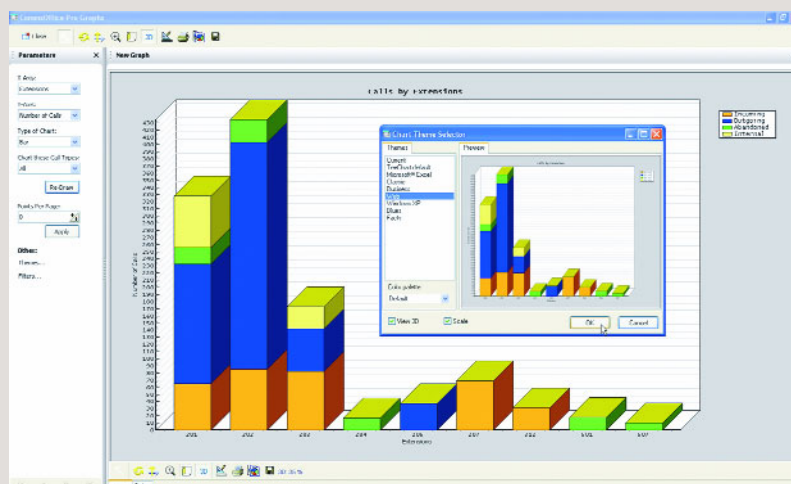
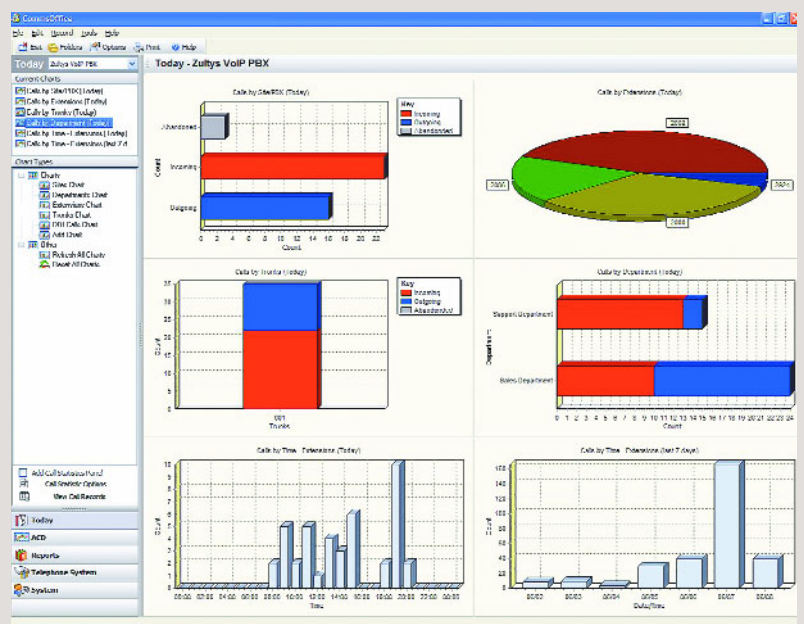
- Real-time monitoring
- Easy search/Playback
- Unlimited Remote access program, web browser, or over the phone
- Automatic or on demand recording
- Scheduled recording
- Compressed wave files (6MB per hour)
- Quality control score or grade
- Date/time stamp
- Capture extension, agent, time, caller id, dialed numbers, duration, final destination



- Manual note
- Call reports
- Automatic archiving to DVD+R, network, etc.
- Email as wave file
- Tamper search
- 128bit encryption
- PC included

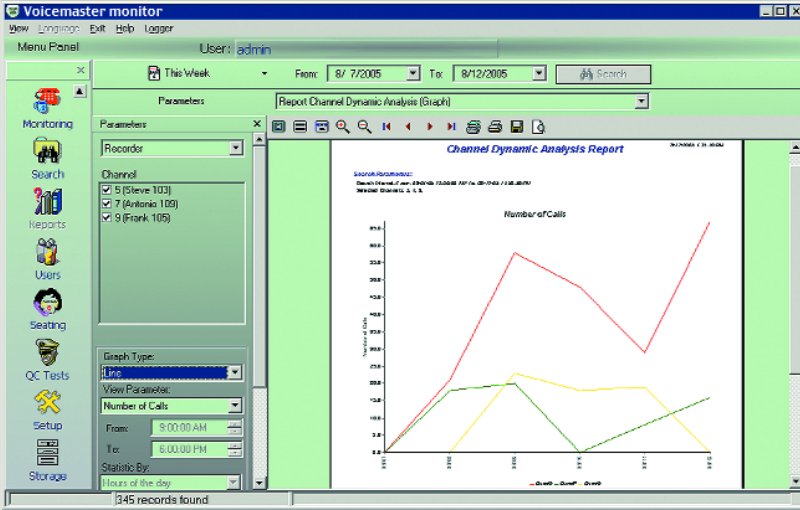
Voicemaster includes these reporting features (CommsOffice Pro software):

- Full call management reporting with wide range of reports
- Integrated ACD Stats
- Desk top wallboard scrolling or tile view of live ACD stats
- Wallboard view on desktop no matter what application you are in
- Tiled call centre view
- Microsoft Outlook appearance – familiar & easy to use
- Network reports show internet sites visited, e-mail use & user activity



- Web Reporting & monitoring
- Multi-site capability
- Built-in alarms & fraud prevention to highlight telephone system abuse
- Includes custom build database utilities
- UK based support, design & integration
- Billing platform

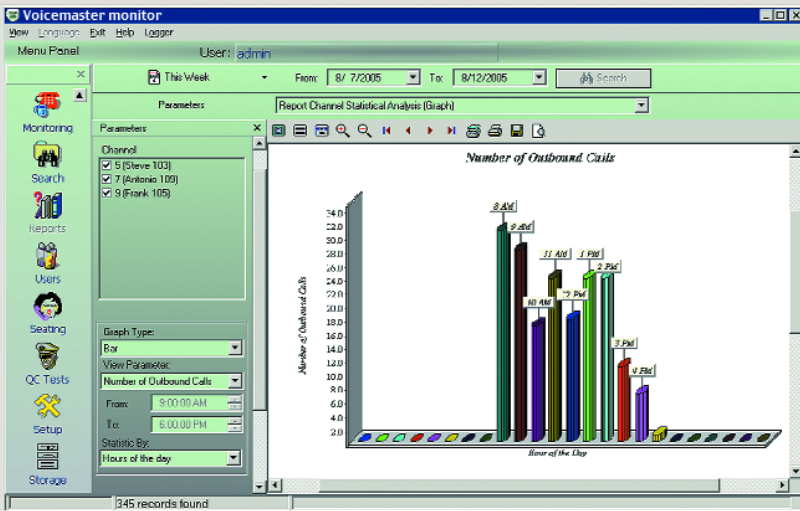
Voicemaster



“ I wish to congratulate you on the products that you have just supplied to RG Ford. The Voicemaster voice recording solution provides me with a total monitoring package for my communications management.

I purchased the bundle initially to allow me to internally cost departments and in order to ensure compliance with the new Financial Services Authority regulations. However, the suite of products has already provided valuable insight into the varying levels of communication skills within my staff team and into the inordinate amount of time that people are spending on the phone to clients using expensive mobile phone tariffs. I have already used the information provided to curb this expense and to train staff on call handling techniques.”

GILES FORD, RG FORD INSURANCE LTD



Voicemaster monitor
User: admin

Search parameters

S...	Ch...	Description	Start	Length	Dialed	CalledID
1	Extension 100	Extension 100	04/29/05 07:23:57	42 secs		239596825...
2	Extension 200	Extension 200	04/29/05 10:04:02	12 secs		
3	Telephone Line 1	Telephone Line 1	04/29/05 10:41:43	12 secs		714609415...
4	Telephone Line 2	Telephone Line 2	04/29/05 10:04:02	12 secs		
5	ISDN/T1/PRI/E1	ISDN/T1/PRI/E1	04/29/05 08:48:32	8 mins 32...	91941914...	
6	ISDN - BRI	ISDN - BRI	04/29/05 10:04:02	12 secs		
7	Radio	Radio	04/29/05 07:53:04	6 mins 30...		
8	Microphone	Microphone	04/29/05 10:46:32	8 secs		

Search results may be played directly from the results window.

User Account

Name: John Smith

Login ID: user

Password: [Key icon]

User Group:

- Administrator
- Manager
- User
- Client
- Agent

Recorded Agent:

Permissions:

General	Monitoring	Search and Playback	Filter
<input type="checkbox"/> Dial-in Access			
<input type="checkbox"/> Edit Users			
<input type="checkbox"/> Edit seatings			
<input type="checkbox"/> Edit QC Tests			
<input checked="" type="checkbox"/> Monitoring calls			
<input checked="" type="checkbox"/> Search and Playback			
<input type="checkbox"/> QC tests			
<input checked="" type="checkbox"/> Reports			
<input type="checkbox"/> Archiving			

OK Cancel

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