

CALL RECORDING



Build greater customer loyalty and retention.



INBOUND CALL RECORDING

Inbound Call Recording, a facet of our call tracking management solution, can record any or all inbound calls for you to play back at any time, allowing you to determine quality leads and build customer loyalty and retention.

You can use Inbound Call Recordings to train your employees and immediately improve your customer service levels. By listening to inbound call recordings, you can monitor how well each lead is being handled by your staff and decide if additional training is needed.

Inbound Call Recording also helps you identify the types of calls your advertising produces so you can determine which campaigns are generating revenue.

The screenshot displays the Who's Calling software interface. At the top, there are navigation links for CHAT, CALL, Help, Support, Suggestions, and Log Out. Below this is a 'Call Manager' section with a date range of 4/17/2013 to 4/23/2013 and a 'Report Recorded Calls' button. A table lists 150 of 44 calls with columns for Campaign, Phone Number, Date, Duration, Agent, Subject, and Appointment. A 'Voice View' pop-up window is open, showing details for a specific call, including the phone number 888-555-9434 and the agent ID 571355196. A red circle highlights the 'Voice View' button in the table.

CAMPAIGN	PHONE NUMBER (CALLER)	DATE	DURATION	AGENT	SUBJECT	APPOINTMENT
CP - CDOH2013 (1876)	814-555-8981	4/22/2013 8:00 PM	1:38			
CP - 2004 Electronic Cardstock (1906)	872-555-0586	4/22/2013 9:32 PM	0:08			
SD - Fides (2008-4493)	542-529-4435	4/22/2013 11:43 AM	0:08			
WC - General Insurance Building Construction Station (C)	215-555-3624	4/22/2013 11:52 AM	0:38			
WC - General Insurance Building Construction Station (C)	804-555-8371	4/22/2013 11:54 AM	1:59			
WC - Commercial KES Database Email Retention	267-555-3533	4/22/2013 10:18 AM	0:08			
SD - NonProfit (1405)	872-555-8988	4/22/2013 8:10 AM	0:08			
WC - General Sales (High 2013 & News (2013)	495-555-3073	4/22/2013 9:38 AM	1:30			
WC - Website Click-To-Call (11/13)	599-555-4436	4/21/2013 8:52 PM	1:56			
WC - Website Click-To-Call (11/13)	888-555-8486	4/21/2013 8:52 PM	1:38			



OUTBOUND CALL RECORDING

Observing how your employees handle outbound calls is just as critical as monitoring how they handle inbound calls, because it gives you another opportunity to train your employees quickly and efficiently. With Outbound Call Recording, you can capture basic outbound call data such as who placed the call, who they called, and the time, date and duration of the call.

HOW IT WORKS

Depending on how you want to notify the recipient of the call that is being recorded, Outbound Call Recordings can be set up in two unique ways: by Manual Prompt or Immediate Prompt. You can listen to, email, download, save or delete both types of outbound call recordings.

MANUAL PROMPT

The Manual Prompt requires your employees to obtain verbal consent from the recipient of the call. Once consent to record the call is given, the employee presses a three-digit number that begins the recording process.

IMMEDIATE PROMPT

If you choose to immediately start the call recording at the beginning of the conversation, both your employee and the recipient of the call will hear a system message indicating that the call is being recorded. The call recipient will then have the ability to opt out of the call if they choose not to participate.

Who's Calling provides you with the tools you need to maximize your business's marketing potential and increase sales and revenue.

Call today to learn more — **866.595.3333**.