



Voice recording and quality monitoring solutions

Cutting edge voice recording for the modern contact centre.

Business issues

When asked what was the most important factors behind their success most organisations would say "satisfying their customers and holding on to them". Customers want their questions answered first time. They demand first-class service and they expect to receive the same level of service from whomever they speak to.

All organisations need to utilise resources effectively. They need to ensure their contact centre agents have the correct knowledge and skills required to complete transactions successfully. Without this, call handling times will increase and customer satisfaction will suffer. Poor agent motivation or morale will increase attrition rates adding costs of recruitment and training of staff. Furthermore, any new solutions should contribute to the effective management of the contact centre by providing analysis of contact handling methods allowing effective management of resources.

All organisations work within tight budgets. A new solution must provide value for money and fast Return on Investment. Such investment must be protected against future developments.

Business problems

Many contact centres face similar dilemmas:

- how to transact more business over the telephone while reducing the risk of doing business this way
- reducing the number of calls per customer while improving the service provided to them
- continually improving agent skills while reducing training costs and agent attrition
- improved monitoring of all call centre activities

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Solution overview

Siemens' voice recording and quality monitoring solutions are vital for organisations that want to keep pace with clients' demands and provide a competitive edge. They offer an advanced contact recording platform, specifically designed for use in modern call centres, where highly functional, flexible and future proof systems are the key to success.

Voice recording solution benefits, include:

- regulatory compliance – many financial and public safety organisations use Siemens' voice recording and quality monitoring solutions to fulfil regulatory requirements – an important factor in many contact centres
- more effective dispute resolution – disputes can be verified and resolved much more quickly, reducing the amount of compensation that may need to be paid
- protection from false or exaggerated allegations – recording serves as a line of defence against unfounded claims
- a fair and equitable environment that allows issue resolution and endears employees' support
- customers can listen to recorded calls if necessary, which often diffuses disputes before they ever start

The optional quality monitoring application available in this solution also provides organisations with:

- faster evaluation – in two mouse clicks agents can evaluate calls. Compared to manual evaluation, processing time and cost savings are dramatic. Many customers report reductions in evaluation times by 75% or more, allowing four evaluations in the time it had previously taken to complete one – a 400% improvement.
- increased coaching efficiency – quality monitoring is a major contributor to training and development. It becomes easy to recognise calls where agents are getting calls right and these can be used as positive reinforcement in the coaching process.
- performance management to ensure the right staff are retained – managers are able to quickly find the best calls. These can be held up as 'call of the day' and/or used in training and coaching. Recognition encourages retention of those agents.
- reduced recruitment costs by identifying the correct agent profile – by reviewing successfully handled calls, profiles of what makes a successful contact centre agent can be developed and used to create an accurate agent profile
- improved recruitment processes through telephone interviews – organisations can dramatically reduce the cost of recruitment by using the solution to conduct role-play telephone interviews. Calls can be scored using profiles of successful agents.

Business impact

Organisations want to leverage assets that create customer satisfaction at the lowest costs possible. Siemens' voice recording and quality monitoring solutions provide:

- reduced costs – easy installation ensures costs of implementation are kept as low as possible. Improving agent utilisation and increasing productivity minimises operational costs including recruitment and training costs.
- increased customer satisfaction – increasing productivity, agent skills and motivation all help to increase first-time call resolution and shorten call-handling times. All this improves customer satisfaction, increasing loyalty and profitability.
- improved agent satisfaction/utilisation – since agents account for around 70% of the costs of running a contact centre, it is important to maximise their utilisation and satisfaction

Siemens can help you turn the knowledge within your contact centre into a powerful tool for meeting your customer contact objectives and reaching your business targets.

Many organisations have a tremendous investment in existing call routing and reporting systems but Siemens' solutions work seamlessly with technology.

A voice recording and quality monitoring solution from Siemens will also pay for itself in less than 12 months. The double advantages of reduced costs and increased productivity will all add to an organisation's profitability.

Who can benefit?

Any organisation with a dedicated group of people handling customer communications will benefit by implementing a Siemens' solution. They will experience a demonstrable improvement in performance leading to an inevitable increase in customer satisfaction.

The key beneficiaries include:

- Contact centre managers – integrated, easy-to-use management and reporting tools will make the role of managing the contact centre much easier. Managers will be able to meet the service level targets expected by management and customers and make informed decisions as to how to change the day-to-day operation of the contact centre to maximise productivity and agent satisfaction.
- IT and network managers – benefit from the ease with which a Siemens' solution can be implemented
- Sales and service directors – benefit from lower operational costs as staff retention rates increase, improved corporate governance through better auditing and more targeted training spends, for agents most in need. In turn, this will improve productivity through lower call duration (first-time resolution) and heighten customer satisfaction levels.

Conclusion

There is no doubt that implementing a Siemens' voice recording and quality monitoring solution will address the issues faced by a contact centre. To get the most out of a solution, Siemens offer a range of Professional Services to compliment in-house technology staff including consulting, project management, systems integration and vendor co-ordination.

It offers demonstration facilities and customer reference sites exemplify the powers of its solutions. Expert consultants undertake a comprehensive requirements capture workshop to ensure Siemens understands an organisation's issues and can propose the best solution to meet these. Should you decide to move forward with a Siemens' solution, a detailed design specification will be generated offering full installation, testing and user training as part of the implementation package. Following implementation, a three month health check is offered to ensure a client is reaping the full benefits of its solution and makes recommendations for further enhancements.

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