



Should we be **recording phone calls?**

Find out how call recording helps organizations to protect reputation, meet compliance and optimize customer experience.

Voice is a real-time media that allows us to discuss, negotiate, clarify and agree 'in the moment'. It remains the best way to convey sentiment and build relationships. Looking ahead, we're likely to see significant growth in voice interaction with the internet.



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Protect reputation



The real-time nature of voice communication is a key strength, however, with no way to check on detail or resolve disagreements, many of us resort to email. In doing so, we limit the opportunity to build strong relationships and impact business agility through slow decision making.



“Protect relationships in highly charged situations”



Encourage more respectful conversations

In some settings, highly charged conversations are common, for example, healthcare, housing and insurance sectors. In the heat of the moment, people can become aggressive, leading to a breakdown in communication and impacting the customer's perception of your business. When conversations are recorded we're more likely to treat each other with respect and avoid disputes.



“Enable knowledge workers to see and replay the detail of their conversations”



Check the detail

Wherever a verbal agreement or contract is made, there's a need to prove who said what. It could be as simple as a customer placing an order over the phone or a project manager issuing work instructions to a sub-contractor.

Call recording also helps where complex or critical conversations take place, for example, an engineer having a detailed conversation with an overseas manufacturer. The ability to revisit a conversation and check on the detail avoids costly errors and dissatisfaction.



“Secure encryption is used to ensure recordings are tamperproof and can be used as evidence in a court of law”



Dispute resolution

In an online world, where news travels fast, the ability to prove who said what is key to speedy resolution, avoiding costly dispute escalation and protecting reputation. Recordings can be shared with selected colleagues and customers to clarify understanding, or provided to a court of law in a tamperproof format as evidence.

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Manage compliance



Leadership teams have a responsibility to manage risk on behalf of clients, employees and shareholders. With news about data breaches hitting the media every week, organizations are placing a higher priority on data security and compliance.



“GDPR features and reports simplify management of an individual’s right to be forgotten”



General Data Protection Regulation (GDPR)

Seeking permission to process personal data by email often results in a poor response rate, impacting an organization’s ability to communicate with customers and prospects. Seeking permission as part of a routine phone call, with recording as proof, results in a higher level of engagement and fosters better relationships. However, your recording system should also allow you to delete recordings at a customer’s request (unless required to deliver a contracted service or other compliance purposes).



“Store and archive recordings on premises and/or in the cloud for as long as you need them”



Markets in Financial Instruments Directive (MiFID)

In January 2018, the scope of MiFID was extended to record both the transaction and any conversation associated with the transaction, including financial advice. This change implies that financial organizations adopt should telephone extension side recording to capture both internal and external calls in a tamperproof format. Recordings should be securely retained for a period of seven years.

PCI DSS compliance

Manual pause and resume of call recording whilst sensitive card payment information is being spoken over the phone can be subject to human error, leaving organizations exposed. Fortunately, alternatives are available, including the ability to automatically pause and resume when the agent selects the payment service provider’s web page, through to a complete payment automation service.



payment assist

Transform customer experience



“PaymentAssist is a cloud-based payment automation service that descopes sensitive card payment details from the office environment”

3

Improve customer experience



With commerce increasingly online and often automated, the opportunity to speak directly with customers is highly valuable. With this in mind, contact centers are moving towards a blend of quantitative and qualitative measures, challenging and training agents to improve the quality of conversations.



“Use Quality Measurement to group recordings, assess performance and provide feedback”



Call handling tactics

By taking a structured approach, frontline operations can identify common call scenarios, develop criteria for evaluation and share best practice to improve outcomes.



“Empower staff by providing essential tools to improve every conversation”



Get new starters up to speed

Listening in to live calls is an inefficient way to get new starters up to speed. By building a best practice library of common and exceptional conversations, new employees are better equipped to handle a wide range of call scenarios.

Continuous improvement

Recorded conversations can be evaluated against defined criteria; playback calls to refine tactics identify development requirements and share best practice to improve the quality of conversations.

In conclusion

Over the past few years, the case for recording calls has strengthened as businesses prioritize risk management and customer experience. Call recording helps organizations to protect reputation, meet compliance requirements and focus on improving the quality of conversations.

Oak Innovation Limited | oakinnovate.com | sales@oakinnovate.com

Oak Innovation Limited

7 Albany Park, Cabot Lane,
Poole, Dorset BH17 7BX

tel: 0800 9889 625

Oak Systems International

Eaton Center, 1 Dundas Street West, Suite 2500,
Toronto, ON M5G 1Z3 Canada

toll free: +1 888 720 6968 local: (+1)647 723 7049

