



5 Reasons Call Recording is a Must for Every Business



We've all heard it when calling into a business: 'This call may be recorded for quality assurance.' Whether you have sales or customer service representatives who handle customer calls, the same is true for any employee, how effectively they communicate is the difference between happy and satisfied customers and customers who will be going elsewhere. Your business' success and reputation rely heavily upon your customer's experiences. When calls are recorded, a new level of professionalism and reassurance is obtained for both parties. Modern businesses today are not only concerned with the quality of communication taking place between their employees and customers, but the threats and liabilities that their business is susceptible to on a daily basis. Thanks to solutions like OfficeSuite® Call Recording, businesses now have a tangible method for implementing communication and training best practices, as well as obtaining the necessary protection to maintain a sustainable, thriving business.

1. Protect Your Company by Reducing Liabilities

Every business faces the possibility of lawsuits; unfortunately, it comes with the territory of being in business. Customer disputes often transpire from a miscommunication of some sort and can result in costly lawsuits where it is difficult to decipher who is at fault. Corporations and their employees can be held liable in these circumstances, and no matter the outcome, the cost can be exorbitant. Fortunately, there are proactive measures that can be taken and inventions like Call Recording which reduces your company's liability and offers the added protection you need from potential lawsuits. By recording calls, you have a record of every occurrence. Recorded evidence can be beneficial in defusing customer disputes before they escalate into costly lawsuits. And, if the case were to go to trial, the recording would be a valuable asset for your legal team and could be admissible in court as evidence.

2. Satisfy Regulatory Requirements

There are so many government regulations in place that it is hard to keep up. Compliance is an important concern and requirement for most businesses, especially if you are in the financial, insurance, healthcare or legal sector, where you may be required by law to record all verbal communications. Call Recording ensures your business complies with these regulations and can prevent you from being fined or prosecuted.

3. Keep Your Business Secure

With a Call Recording service in place, you have the ability to ensure that confidential business information is not compromised and can easily detect security problems. You can also monitor employee activity to help reduce any inappropriate conversations that could be detrimental to your business like illegal activity, sexual harassment, or the excessive use of company time for personal phone calls.

4. Maintain Quality Control and Evaluate Performance

Having the ability to listen to and monitor both current and past call recordings provides supervisors and managers with a huge advantage and allows you to obtain more control over the quality of your employee's interactions with your customers. The recordings can be assessed with one click of a button, so you can get a more accurate assessment of how calls are handled in their natural context, without the employee's knowledge. OfficeSuite® Call Recording software allows you to filter and search past recordings based upon a variety of criteria including: inbound caller ID, outbound dialed number, extension recorded, date and time, etc. Since all the recordings are stored in the cloud and accessible online, you can download and listen to them anytime, anywhere. Evaluating employees could not be easier when your Call Recording solution includes Evaluation Reports that you can quickly customize and fill out simultaneously while listening to recorded calls.

5. Improve Training and Create Best Practices

We all have expectations of how we'd like customer calls to be handled and we do our best to communicate that to our new employees, but by having pre-recorded calls, you have the unique advantage of showing live examples of different circumstances that may arise and the way in which you'd like them to be handled. This allows you to set expectations from the very beginning, as well as create uniformity and best practices for the employees to follow. Training and growth is a continual process and should be ongoing for employees no matter how long they have worked for you. With Call Recording, you are able to share individual employee's recorded calls, enabling you with the opportunity to address any concerns and continuously improve the quality of your business' communication.



