

# Return on Investment

## Call Recording Solutions



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The biggest concern that most companies have when investing into a new technology or IT driven product is typically about the Return on Investment (ROI) and Total Cost of Ownership (TCO). Versadial understands the need for businesses to show and prove value with every investment made. Most companies will invest into a call recording solution because of governmental regulations or compliance enforcement. A call recording system can fulfill this requirement, but if you dive a bit deeper into a true call recording system, you will find a number of values that will increase your bottom line and your business productivity.

Customers no longer have a choice of 5 brands, they have a choice of hundreds. When shopping or working with a business, customers rate their likelihood to purchase not based on product, but on customer experience.

**Poor customer experiences result in an estimated \$83 Billion loss by US companies each year because of defections and abandoned purchases.**

Source: Parature Customer Service Blog

**89% of consumers began doing business with a competitor following a poor customer experience.**

Source: RightNow Customer Experience Impact Report 2011

**86% of consumers will pay more for a better customer experience.**

Source: RightNow Customer Experience Impact Report 2011

## How Can A Call Recording Solution Help?

The moment your recorder is installed, it will start to pay off. Many companies look at the out of pocket expense, and the tangible numbers, but fail to see the overall benefit a recording system can bring.

**Training:** With calls being recorded 24/7, you gain an insight into your daily verbal transactions. Our quality control and testing module allows managers to listen to calls and review agent performance. Indicate problem areas, share their results with the agent, mark tests and calls for review, and conduct quality training from any PC within the network.

**First Call Resolution:** With live monitoring and easy call search capabilities, instances of poor customer experience can quickly be addressed and reconciled. Additional training and procedures will greatly increase First Call Resolutions within the company.

**Increase Customer Satisfaction and Retention:** By conducting quality training and enhancing first call resolutions, you will increase your overall customer satisfaction and retention rate. Dollars will not be lost on their way in, and you will retain loyal customers.

**Reduced Liability:** Too many businesses reach out to obtain a call recording solution because they have been sued or are in a heavy dispute. These owners and sales managers discover that having a recording solution monitoring these calls would have reduced this liability and quickly resolved the situation. Many times, the cost of one lawsuit or dispute will pay for the recording system.

**Agent Retention:** It costs nearly 20% of employees' salary to make up for lost productivity, time recruiting and training. Employees who are well trained and recognized have a greater comfort within the organization, increasing overall satisfaction and success within the business environment.

**Efficiency and Productivity:** By implementing a recording solution, the overall productivity of an employee increases. Company policies and procedures can be monitored and adjusted to address poor productivity or efficiencies.

**Increase Cross-Selling and Up-Selling:** Calls that have missed opportunities for a cross-sell or up-sell can be addressed during quality control and training. Skills can be honed and improved to increase an agents awareness of financial opportunities during a customer interaction.

**Reduced Operating Costs:** Built on Windows based platform and running on a Windows 7 or greater server allows companies to reduce the operating systems cost and maintenance. An added benefit with a browser based rich user interface also reduces the maintenance and expense of handling an additional utility to access recordings.

### What Makes Us Different?

You have many choices when it comes to a call recording solution. Some are more or less expensive, some have yearly contracts and some offer a ton of features or a small handful. We thought we would help break-through the difference and provide some of the most common features and benefits that we offer and our common competitors do not:

- No monthly fees or charges
- No yearly licensing fee
- No expensive training necessary
- No per seat licensing costs to use the remote client on multiple PC's or access the VSLogger UI
- You buy it....you own it
- Agents, supervisors and managers can be given granular permissions
- Bookmark and flagging system for easy navigation and call reviews
- Quality Control tests and Sales Training are included for FREE with every system
- Clients can access recordings through a browser
- Multiple Reports for recordings and activity are included
- Our prices are lower than most competitors with matching features and properties
- Our solutions are easily scalable and flexible by adding licenses or additional recording servers
- Multi-site integration and centralized recording access options
- Live monitoring, archive recordings to network drive, DVD, or CD, recording checksum ability
- Compatible with a variety of PBX systems and line types. Analog, Digital, VoIP, ISDN, T1/E1
- Ability to mix recording boards from different vendors in the same chassis
- Extremely flexible and expandable, ability to record a mixture of line types on one server
- Stable and reliable company, in business since 1994
- Proven customer support and satisfaction
- Optional yearly maintenance fee...not a ball and chain
- Non-proprietary PC hardware for ease of maintenance and scaling. Our systems support hardware from several manufacturers. Allowing you the freedom to upgrade and expand with the hardware of your choice
- Cost saving DIY kit you can install in your existing PC (Technical experience required to install)
- 30-day money back guarantee

