

Call centers are all about efficiency, cost control and outstanding customer service. In fact, the RightNow Customer Experience Impact Report of 2011 showed that nearly 90% of consumers have taken their business to a competitor after a bad customer service experience, and 86% of consumers said they would be willing to pay more for better customer service.

Without a firm commitment, especially to customer service, profits will erode and customer loyalty will fade. The competition looms right around the corner as buyers become more savvy and less tolerant of anything less than a near-perfect customer experience.

Although we communicate by email, text, chat and social networks in the here and now, phone conversations are still the primary method by which call centers interact with customers. Superior phone customer service builds loyalty that drives repeat business and brings in new business through referrals. Subpar service experiences are spread by word of mouth, blogs and social media

Case in point, research conducted by Echo Research in 2012 reveals that when a consumer has a bad customer service experience with a company she'll tell an average of twenty four people about it (up from 16 in 2011.) If your customers rank their experience with you somewhere between "OK" and "very poor", your company is in jeopardy.

Monitoring and recording customer service calls offers a way to observe performance, ensure compliance, and identify future training needs. For billing, call records can be retrieved to clarify communication and resolve disputes before they lead to disloyal customers. For customer service, monitored and recorded calls allow supervisors to create individual development plans for their agents.

Versadial call monitoring and recording solutions are flexible, competitively priced and scalable to meet the needs of a growing company. Here are a variety of ways you can use Versadial's tools to enhance many aspects of your business...

### Improved Customer Satisfaction

- Call monitoring ensures service standards are at their highest
- Call recording can be used to make refinements and develop processes that benefit customers, increasing their loyalty
- Dispute Resolution
- Flexible call search capability recovers calls quickly for review
- Playback, export and email functionality allows important data to be shared with stakeholders
- Quality Assurance and Employee Development
- Build better salespeople and customer service reps through structured coaching
- Ensure service levels are maintained at the enterprise level
- Regulatory Compliance
- Ensure compliance with federal and state, and local laws
- Verify internal standard operating procedures are being followed
- Security
- Protect sensitive client data from unauthorized access
- Reporting
- Produce reports for performance tracking and productivity to use for evaluations, training and development
- Track call volume for certain marketing campaigns
- Adjust staffing to match periods of high call volume and maintain service levels



*Versadial call monitoring and recording solutions fit all budgets and work well with all modern telephony. Contact us today for more information.*