



# Call Recording



Call recording combined with call analytics can be a perfect solution for improving customer service and staff development. Monitoring phone calls with customers will improve customer service skills by drawing out exemplary practice and investing in those who require additional training. Whether you need to utilise call recording for compliance or to help resolve customer disputes, call recording should be a core component to your communication system.



# Benefits of Call Recording



## 1. Monitor Call Quality

Call recording allows you to monitor and review any customer interactions that take place over the telephone. This means you can make sure that all customer communications have been handled in a professional manner.

## 2. Minimise Data Entry Errors

Referring back to a call can also help you to minimise data entry errors. This ensures that all data that is recorded person-to-person, including customer details are correct and not lost, misheard or mistyped.

## 3. Deal with Customer Complaints

If a dispute with a customer ever arises, excerpts from a call recording can be extracted to send to customers. The majority of call recording software allows you to download extracts in email-friendly formats. This means that whenever you are dealing with complaints you can be confident you are using accurate and honest information.

## 4. Staff Training and Development

Recording calls can be one of the best ways to train staff and develop customer service skills. You can discover areas for improvement and target these with specialised training. It allows you to highlight good practice and can underpin individual and team performance reviews.

## 5. Provide Evidence for Legislative Compliance

Call recording can allow you to easily demonstrate that you are meeting government regulations and industry-specific regulation. When using call recording software, make sure you are familiar with new EU legislation laid out in the General Data Protection Regulation (GDPR).

# Legalities

As call recording involves sensitive personal information and personally identifiable information it is covered by legislation. If your organisation currently uses or is planning to implement call recording it is your responsibility to make sure that you are acting in line with the current UK legislation.

In the UK, call recording presently comes under regulations stated in the Data Protection Act of 2018 (DPA). The main requirements relating to call recording state that you need to inform people that their call is being recorded and how and why this information will be used. As the recordings contain sensitive personal information they must be securely saved and access to them should be monitored.

In addition to the DPA, the General Data Protection Act (GDPR) is a new EU legislation which came into effect in May 2018. GDPR aims to empower individuals to have more control over the use of their data. In real terms, this means that organisations who record calls will be required to actively justify legality, by demonstrating the purpose fulfils any of the following six conditions:

1. The people involved in the call have given consent to be recorded
2. Recording is necessary for the fulfilment of a contract
3. Recording is necessary for fulfilling a legal requirement
4. Recording is necessary to protect the interests of one or more participants
5. Recording is in the public interest, or necessary for the exercise of official authority
6. Recording is in the legitimate interests of the recorder unless those interests are overridden by the interests of the participants in the call





You only need to meet one of these criteria to ensure you are acting legally when recording calls. The rule(s) you meet will depend on the industry that you are working in. If you are recording calls to improve customer service or evaluate staff and are asking for customer consent it is most likely that you will meet either rules one or six.

Most importantly assumed consent will not be enough under the requirements of GDPR, meaning that explicit consent will be required when recording calls.



# Industry Example



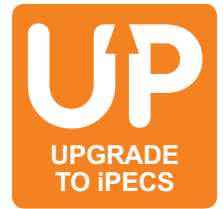
Here is an example of how call recording has been used for a financial organisation.

One financial company found that using call recording software and analytics helped them to solve issues and improve their customer experience. Their main need for a call recording solution was to monitor inbound and outbound calls to ensure that their staff were providing the highest quality of customer service. They required a solution which would allow them to access the call recording software from anywhere in the building. Due to FSA regulations, it is mandatory for the company to keep a years worth of recordings. To manage this large amount of data they employed a system that incorporated an easy-to-use search functionality.

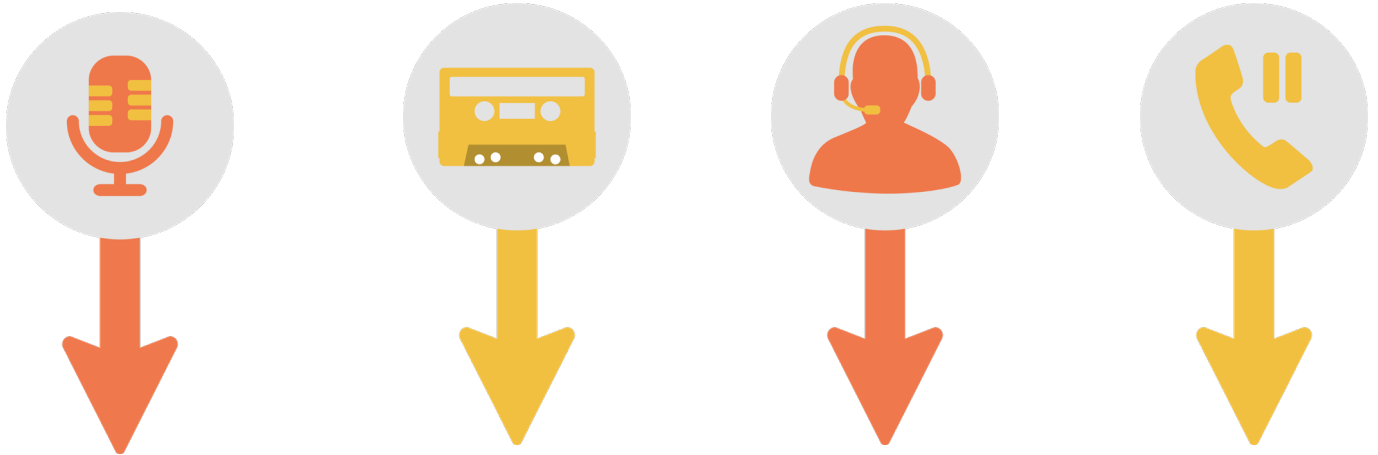
On top of this, they ended up using call recording software to ensure the money they are spending on telephone billing was going to good use and that their staff are providing the best, most up-to-date information.



# Call Recording Software



There are a number of options for call recording software. You can host call recording software on-premise or subscribe to a cloud-based solution.



iCall Suite from Tollring gives you the option of using either an on-premise or cloud-based solution. The software provides you with an easy-to-use visual display that can be accessed from any location along with cutting-edge analytics. The software can easily be integrated with your call recording and analytics, which gives you both instant and valuable feedback for qualitative research to improve your companies services. With easy access to your call recordings and extensive search and find functions, it offers call evaluation and scoring that is also a great way of monitoring and managing the service being delivered to your customers.

See more at <http://wearepragma.co.uk/icall-suite/>



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