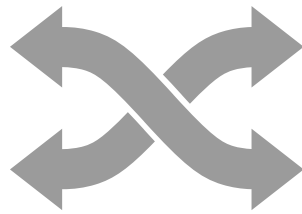
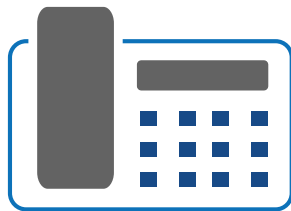


VERSATILITY MATTERS



THE POWER OF VERSATILITY IN CALL RECORDING

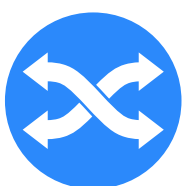


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Versatility Matters.

CONTENTS

1. *The Flexibility Conundrum*
2. *Why Versatility Matters in Call Recording*
3. *Solution Versatility: What to Look for*
4. *Data Acquisition*
5. *System Interoperability*
6. *Data Reporting*
7. *Data Storage*
8. *Data Security*
9. *Versatility Questions to Ask your Vendor*



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The “Flexibility” Conundrum

Call center providers across the globe and the industry seem to ubiquitously tout this magical word “flexibility”.

You can’t really visit a vendor’s website without seeing the word somewhere. For instance, here are a collection of phrases we’ve come across by looking at about 20 contact center software solution provider’s websites:

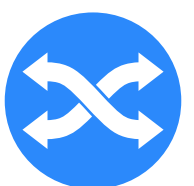
Flexibility [flek•suh•bility]

The quality of bending easily without breaking; the ability to be easily modified.

Versatility [Vur•suh•tility]

Ability to adapt or be adapted to many different functions or activities.

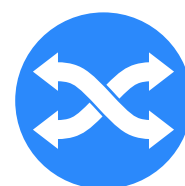
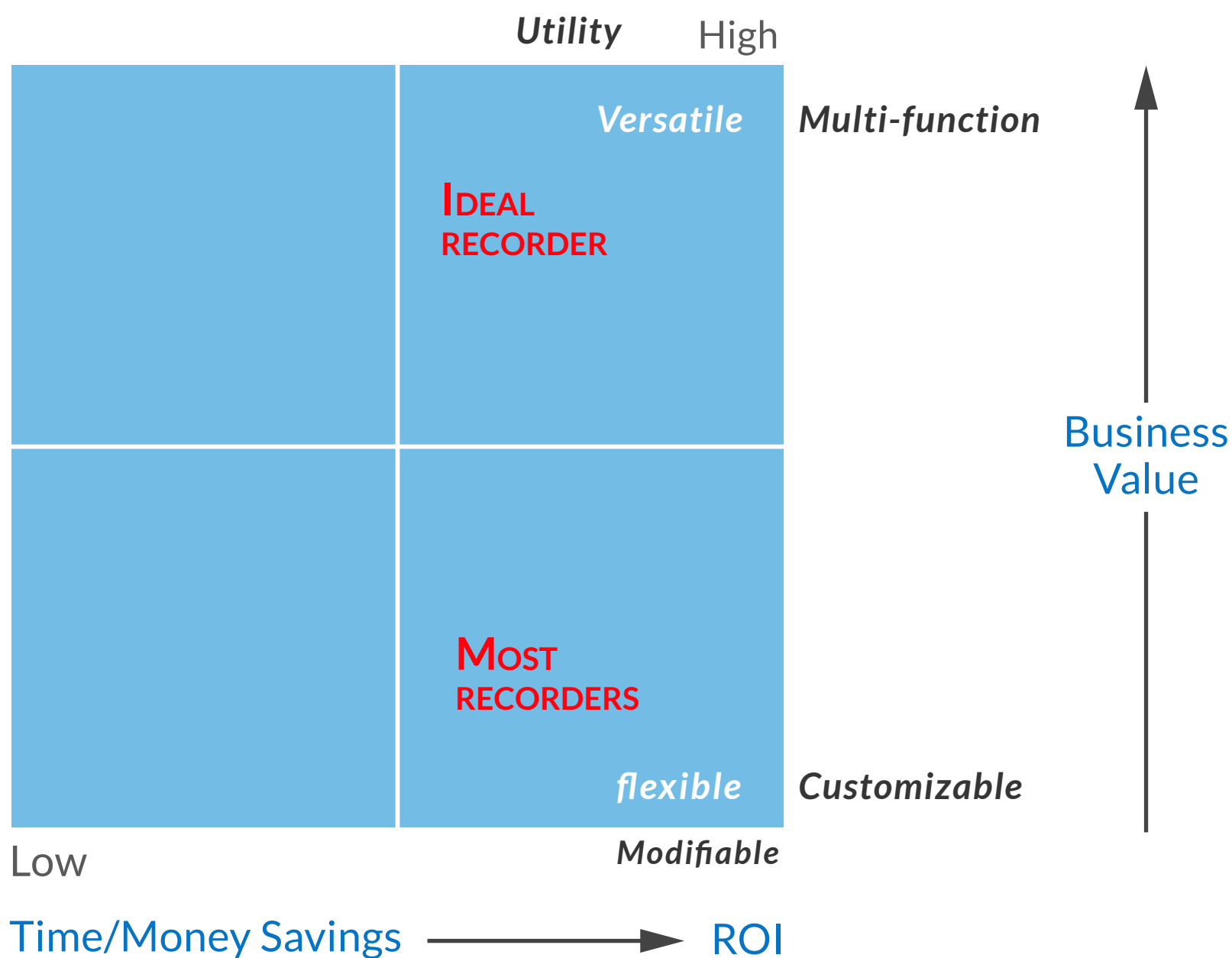
cloud flexible and advanced flexible-functionality
flexible-installation flexible-licensing
flexible • purchase • alternatives **flexible-solution** **flexible-support**
flexible - wfo **full-flexibility** integration-flexibility



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Why Versatility Matters in Call Recording

The question we are left with, is whether or not “flexibility” really offers the most value, or is it limited in its very definition? It is obviously being used by many to attempt to show a degree of flaccidity in terms of solution modification. The real concern, however, should be more “versatility” and how a solution can adapt to serve multiple functions. Isn't that where the real value lies?



Versatility Matters.

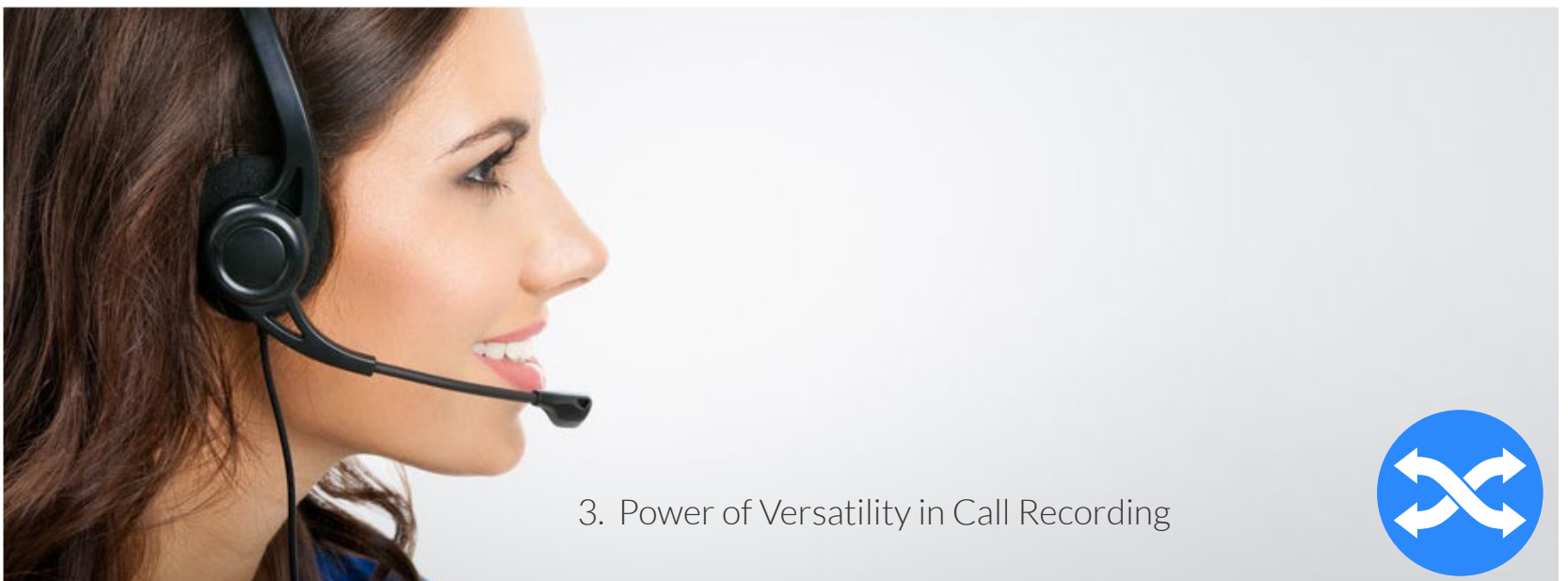
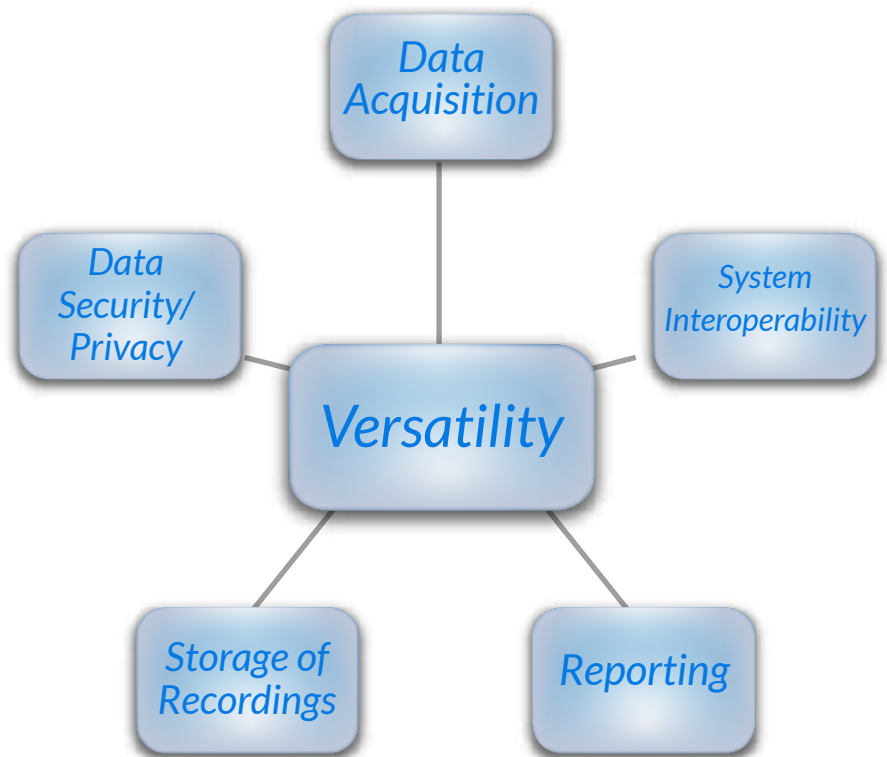
Solution Versatility: What to Look for

When considering a net-new replacement call recording solution, it is wise to consider the “versatility” the product/service provides so you can realize the largest benefit possible.

Long gone are the days of black “box”, proprietary solutions. Today’s nirvana is producing solutions with ubiquitous versatility.

In doing so, you ought to look for unbridled, versatility in the areas of:

- Data acquisition
- System interoperability
- Reporting
- Data storage
- Data security/privacy



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Data Acquisition

Versatility in terms of the types of data that can be culled, combined and mined can lead to: a new level of intelligence gathering, and subsequently dramatic enhancements in service and sales performance.

For example: Let's say a multi-site customer support center utilizes a combination of landlines, VoIP, chat and Skype when communicating with customers. If the installed interaction recording software was only capable of capturing a fraction of these modalities, the company would only see a sliver of the full picture regarding customer service performance, agent workflow optimization or sales conversion success.

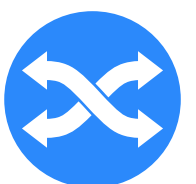
Therefore, imagine the value in recording landline, VoIP, mobile, Skype, and even Office 365 all on the same system.



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System Interoperability

Suppose you run a large, multi-site contact center all using Avaya VoIP. Now, suppose your organization just acquired another firm and it has contact centers running Cisco TDM. Without the flexibility to centrally capture, mine and replay interactions across both telephony environments (or even more than just two for that matter), you are left without a unified measure of your service performance, your compliance adherence, order verification, and so on. To say the least, this disconnect would lead to significant redundancies and manual workarounds in order to pull interactions from the varying PBX centers into a single view for monitoring and reporting purposes. And redundancies and workarounds equate to allocating time, staff and money you don't have or want to part with.



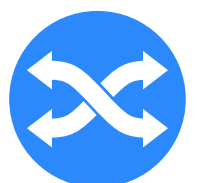
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Data Reporting

When it comes to your customer interactions, your agents are trying to sell your products/ services and support your customers' needs - two critical functions in your business. Therefore, the performance and reporting data you yield from the interactions can provide a wealth of intelligence into areas such as where to invest more resources, where to take corrective action, etc. What is needed in order to garner the most telling insight is a solution that enables you to...

- Easily utilize canned reports
- Create new ones on the fly
- Schedule auto-generated reports for certain times of the day/week
- Push the most important content right to your desktop

With the right level of versatility to support your very specific reporting needs, you can gain valuable business intelligence into the operation and performance of your organization, make the most informed decisions based on accurate, easy-to-discern information; improve agent performance using the most accurate and telling metrics, and identify business trends and proactively take advantage of opportunities. In addition to auto-generated reports, you also want your most critical intelligence pushed to you through automated alerts, desktop widgets, etc.



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Data Storage

Your interaction recordings can not only yield significant intelligence, they can also provide a safety net for disputes and/or compliance issues. Therefore, you want to be able to store your recordings wherever you need them, for easy and ready access. This could be your corporate NAS or SAN or online through Azure, Amazon Storage Services, etc.

The point is, as a company, you likely store your critical files and data someplace, and you want the ability to also keep your important interaction recordings in the very same location, whatever storage solution/environment you are using.



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Data Security

Your interaction recordings can contain all sorts of sensitive information, including account numbers, social security numbers, passcodes and so on. You do not want every agent or supervisor to be able to access every recording. This would be madness and very difficult to manage in terms of potential data breaches or misuse of personal information.

What makes the most sense here is extreme granularity and simplicity in how you allocate access to your recordings. You may want to restrict staff based on the team they work for, or their quality scores, or based on the time of day, customer ID, purchase amount, whether a credit card number was captured and so on. The point here is you need versatility in terms of how you appropriate access to your precious recordings. The more variables the better in terms of permission levels.

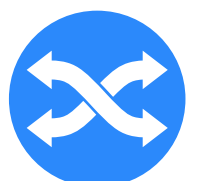
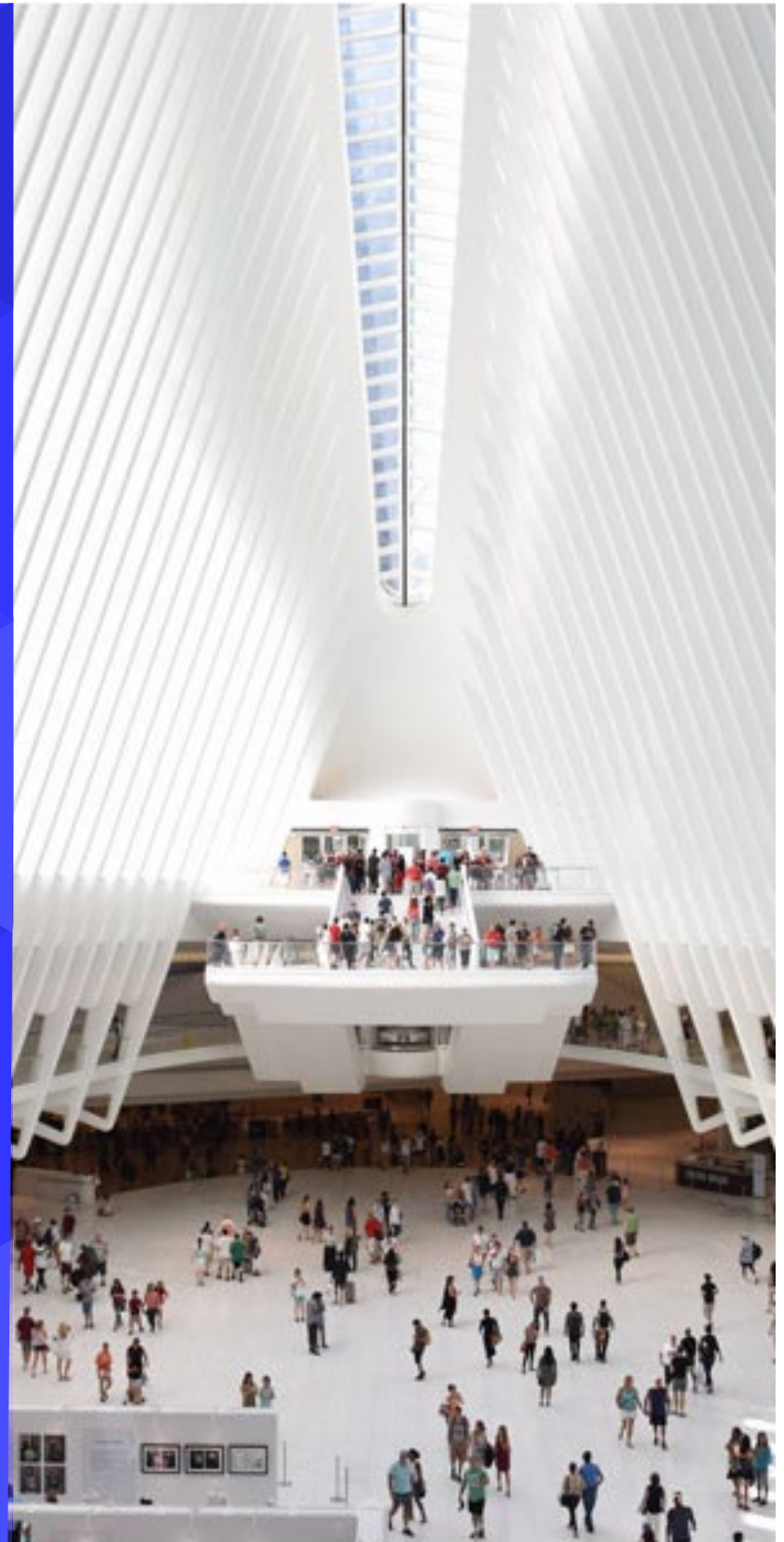


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Versatility Questions to ask your Vendor

To ensure the recording solution you purchase / deploy offers you the most versatility in all these areas, consider posing these questions to your vendor:

- 1 What features do you offer in terms of flexibility / versatility?
- 2 Which types of interactions can I capture? Landline and mobile? Skype? Chat? Screen?
- 3 Which PBX/UC environments/platforms do you support?
- 4 Can I record across multiple PBX/UC's simultaneously?
- 5 How is important data shared with me? Reports? Widgets? Are they easily customizable? Can I create my own?
- 6 Where can I store my recordings? Only in a NAS or SAN?
- 7 What permission levels/options do you offer for restricting access to recordings?



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Voice
recording



Announcement
recording



Chat
recording



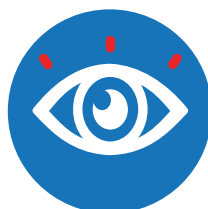
Screen
recording



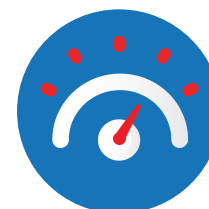
Agent
evaluation



Reports



Live
monitoring



Dashboards

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