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SPOK®
CALL RECORDING

Integrated Call Recording, Logging,
and Quality Management

ENABLING SUPERIOR CUSTOMER SERVICE THROUGH CALL QUALITY MANAGEMENT

Your operator group acts as the first level of contact for the thousands—or perhaps millions—of calls passing through your contact center each year. Those managing modern contact centers recognize that a caller's initial phone experience directly impacts the perception of overall customer service. A single mishandled call can result in incremental losses in downstream revenue. For many, poor service can have serious consequences, such as compromised patient care and safety in the case of hospitals.

The communications running through your operator group demand ongoing attention, which includes constant evaluation of the level of service being offered to callers. While many operators likely handle most calls swiftly and professionally, others require coaching or training to refine their skills and knowledge.
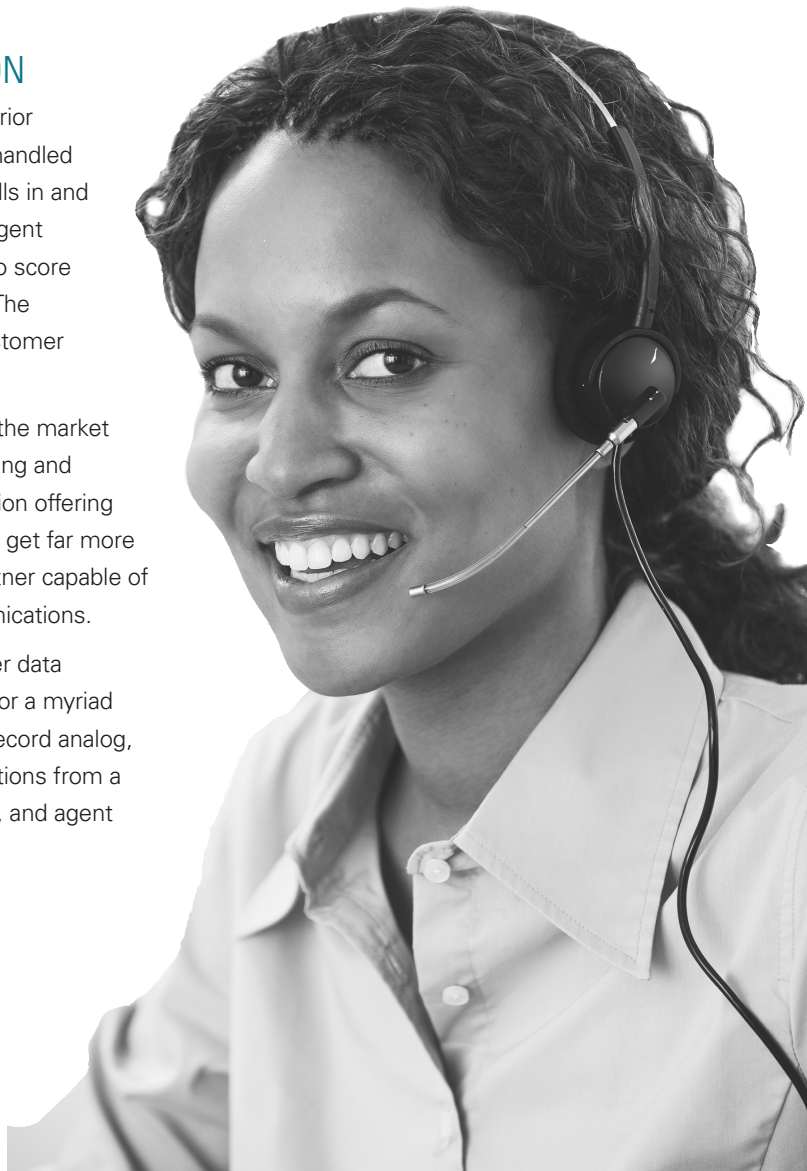
A consistent, intuitive system for recording and evaluating how all calls are handled will enable you to provide operators with the tools they need to deliver top-notch customer service every time they're on the phone. This ability to strengthen service offers strong ROI in the form of improved customer perception and retention—key with the need to justify new system expenditures.

SPOK® CALL RECORDING: THE RIGHT SOLUTION

Spok Call Recording enables you to provide callers with superior customer service through ongoing analysis of how calls are handled in your contact center. This stand-alone system records all calls in and out of your contact center, enabling supervisors to monitor agent conversations in real time. The software also provides tools to score agent performance in a number of customizable categories. The result is a clear view of how to improve the quality of the customer experience.

While there are many call recording and logging systems on the market today, most have limited functionality. Spok offers call recording and quality management as a core component of our broad solution offering for critical communications. This means that Spok customers get far more than a contact center application. Our customers have a partner capable of delivering solutions that impact all aspects of critical communications.

The Spok Call Recording product suite helps ensure customer data security with PCI and HIPAA compliance as well as support for a myriad of rules and regulations. Contact centers have the ability to record analog, digital, and IP phones; ACD, CTI, PBX; and email communications from a unified platform, providing a holistic view of call center, team, and agent performance.

KEY FUNCTIONALITY

Search and Playback—The true value of a call logging system is not just in its ability to record a call. Being able to quickly locate that audio file days or months after it's been archived is critical. Spok Call Recording presents a number of flexible search capabilities to help you easily locate the specific call you're looking for among the many that have been recorded and stored.

Agent Evaluation Tools—Improve agent performance with quick, clear feedback. Design evaluation forms rapidly. Export scored interactions with associated text and/or voice and email for immediate distribution. Measure script adherence and compliance with contact center protocols. Grade and report on agent, team, and contact center performance.

HIGHEST LEVEL OF INFORMATION SECURITY

Spok Call Recording has successfully been tested and approved by the Joint Interoperability Test Command (JITC) of the U.S. Department of Defense. This proves the highest levels of Information Assurance (IA) security as required by the U.S. Government and the U.S. Military. A result of a rigorous testing process, this level of certification means Spok Call Recording users can be sure sensitive information will be protected.

THE BOTTOM LINE:

Spok Call Recording gives you a clear view of how to improve customer service for those contacting your organization. This powerful software gives supervisors and agents the tools they need to understand how best to respond to calls and various types of conversations. Ultimately, ongoing scoring and training enable you to keep quality high and protect the reputation of your organization at all times.

FEATURES	BENEFITS
Robust search functionality with a wide variety of filters such as agent, date, call length, etc.	• Locate key call files quickly and easily
Ability to add text comments or flag particular call files	• Retain key information about a particular call for later use
Real-time supervisor monitoring of call audio	• Provide coaching and training • Pass along positive comments when calls are handled well
Integrated call scoring tools that give numerical rankings based on particular characteristics	• Evaluate the performance of individual operators within the contact center with customized point values • Group similarly scored files to provide agents with a repository of custom training examples highlighting a particular skill
Archive audio files to DVD or network storage	• Save files in accordance with company or industry compliance requirements

ABOUT SPOK, INC.

Spok, Inc., a wholly owned subsidiary of Spok Holdings, Inc. (NASDAQ: SPOK), headquartered in Springfield, Va., is proud to be a leader in critical communications for healthcare, government, public safety, and other industries. We deliver smart, reliable solutions to help protect the health, well-being, and safety of people around the globe. More than 125,000 organizations worldwide rely on Spok for workflow improvement, secure texting, paging services, contact center optimization, and public safety response. When communications matter, Spok delivers.

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