



# Healthy Mothers, Healthy Babies Coalition of Georgia

CallRex Call Recording Software Delivers  
Improved Training and Quality Assurance

AN ENGHOUSE INTERACTIVE CASE STUDY

The mission of Healthy Mothers, Healthy Babies Coalition of Georgia (HMHB) is to provide access to affordable healthcare and resources for families across the state of Georgia. HMHB works to raise awareness about maternal and child health policies and programs, offering a voice across the state as an advocacy leader. Decision makers often look to HMHB for expertise in advancing maternal and child health policy and effecting significant improvements, such as reducing duplication of services; eliminating barriers to existing services; and better utilizing limited healthcare resources.

## Making a Difference Through the Telephone

In addition to providing expertise to lawmakers, Healthy Mothers, Healthy Babies Coalition operates the "Powerline," a state-wide hotline offering residents access to physician referrals, a directory of prenatal care providers, breastfeeding support, and other affordable family healthcare resources. The non-profit organization employs three full-time operators to field as many as 3,000 calls per month on the Powerline.

"One of the things that sets our organization apart is that employees feel like they are truly effecting change," said Susan Milne, operations manager for Healthy Mothers, Healthy Babies Coalition of Georgia.

"Our employees are able to participate in many different activities, like community outreach, health fairs and providing support and resource information to families."

Like many call centers, topics and experiences can vary from call to call

on the Powerline. In order to assure call quality from agent to agent, a manager would regularly live monitor calls and perform side-by-side call auditing. Live monitoring was a time-consuming task, as the staff was at the mercy of the telephones, often waiting thirty minutes for a suitable call to come in for live monitoring and assessment.

The Coalition's previous telephone system did not allow for robust call recording and quality monitoring capabilities. If an employee sensed that a call wasn't going well or should be recorded for liability purposes, they could record the call to their voicemail with the press of a button. However, the call would only be recorded from the point that the recording was initiated and earlier portions of the conversation were not captured.

## Upgrading the Powerline

When HMHB began considering upgrading their telephone system, they turned to Milner Voice & Data for advice. HMHB included call recording functionality in their business requirements, knowing that they could use the call recordings for human resources and legal liability purposes. After considering many options for their small business, HMHB

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chose to change to a ShoreTel system and included CallRex Call Recording software in the project.

CallRex is an all-software IP call recording solution. Using innovative packet-sniffing technology, CallRex software captures VoIP packets via port mirroring at the data switch and utilizes ShoreTel's Telephony Application Programming Interface (TAPI) in a ShoreTel Application Server (Distributed Voicemail Server) to receive call control information. When calls are initiated or received, CallRex begins to record the associated voice packets and enables real-time monitoring of the calls. CallRex captures

needed them for HR or legal purposes. As a small organization, we didn't realize that there would be such a benefit and time savings by using CallRex software," said Milne.

With the CallRex system in place, managers can listen to and evaluate agent calls with the click of a button, rather than waiting for live calls to present themselves. Using the CallRex client to access calls, call recordings can be played back through users' PC speakers, or exported and emailed as standard WAV files. "We were spending a great deal of time waiting for calls to come in for live monitoring sessions. Now, rather than waiting thirty minutes

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to live monitor an agent, our managers can listen to calls at their desk when their schedule permits," says Milne. "Our CallRex investment will pay for itself in the time saved by the management staff."

caller ID (CID), Dialed Number Identification Service (DNIS) and additional call details. Look back call recording capabilities can also be enabled, allowing staff to activate call recording at any point in the call, capturing the whole call from start to finish.

The CallRex client presents managers and administrators with the status of employees' phones, showing which phones are in use, and which telephones are being monitored and recorded, as well as call time, caller ID, outbound number dialed and more.

## Unexpected Benefits

Although the Coalition sought call recording technology for dispute resolution and to cover possible legal liabilities, they soon learned that the CallRex system would provide easier management of the training and quality assurance process. "We thought that we were just going to record the calls in case we

## About the CallRex Software Suite

The CallRex software suite includes IP call recording and contact center optimization software designed specifically for small- and medium-sized businesses, such as:

**CallRex Quality Management Suite™:** Contact center optimization software

**CallRex Call Recording™:** Call recording and monitoring

**CallRex Computer Recording™:** Desktop computer recording and monitoring

**CallRex Agent Evaluation™:** Call scoring and agent coaching

**CallRex Workforce Management™:** Forecasting, scheduling, and adherence monitoring

**CallRex API™:** Custom integration solution for CallRex Call Recording software

## About Enghouse Interactive

Enghouse Interactive is the union of products and expertise from leading solution providers including: Arc Solutions, CosmoCom, Datapulse, Syntellect, Telrex, and Trio. Now a single, global organization, Enghouse Interactive delivers flexible and scalable solutions that will meet a company's communications needs across their organization, including: global communications management, contact center solutions, attendant consoles, IVR or self-service solutions and call recording and quality management tools.



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