



# Kindred Partners

## Delivers Quality Service Using CallRex Call Recording Software to Document Calls and Monitor Call Center Success

AN ENGHOUSE INTERACTIVE CASE STUDY

Kindred Partners focuses on business process co-sourcing (BPC): creating value by leveraging the distinct strengths of two partnering organizations. While traditional business process outsourcing focuses mainly on the “out” or moving a process “out of mind” or “out of sight,” co-sourcing focuses on the “sourcing.” Companies that co-source with Kindred develop a tight relationship with a key partner by balancing in-house direction with Kindred’s business process management services and best practices. Kindred provides BPC support to customers, including document imaging, indexing, redaction and retrieval, and an outbound call center for customer service.

Companies that utilize Kindred’s services are able to focus on their core competencies and can rest easy knowing that Kindred is handling the company’s administrative details expediently and correctly. Ultimately, Kindred provides clients rapid access to business information and seeks to enhance the quality of their business.

In an effort to provide additional services to clients, Kindred expanded their offerings to include outbound customer support services. The company added a call center to its portfolio of services, providing primary customer service calls for financial services institutions. Kindred installed Fonality’s Trixbox IP telephone system. The flexible phone system allowed Kindred to employ an Asterisk Gateway Interface (AGI) for outbound dialing, connection to a custom database, and the implementation of CallRex Call Recording™ software.

### Partnering for Success

Many of Kindred’s clients are in the financial services industry and require the use of call recording for call auditing and quality

tracking on their projects. To meet their client’s requirement for call recording capabilities, Kindred turned to Telrex. Working with the Telrex team for sales and implementation, the company’s needs were quickly uncovered and a solution was identified. “The relationship that we developed with Telrex was definitely more professional than the other places that we worked with. Telrex made it easy for us to discover our needs and implement the software through a well defined and managed process,” stated Drew Clauson, president of Kindred Partners.

### Flexible Solution

Telrex offers the CallRex Call Recording software suite through subscription-based pricing, allowing companies like Kindred to take advantage of powerful call recording software with lower up-front costs. “The software as a service model helps us manage our cash flow. We can provide call recordings for our client’s projects without having to make a large up-front software investment,” said Clauson. Using subscription-based licenses, Kindred can pay for the licenses that they need over time, decreasing the company’s capital expenses and allowing the company to pay for licenses as the company grows.

Telrex’s subscription-based licenses include access to technical support services and product upgrades throughout the life of the subscription contract, so Kindred can rest easy knowing that their software is supported.

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- Drew Clauson, president,  
KINDRED PARTNERS LLC

## Easy and Intuitive Software

"We looked at a lot of different solutions, and CallRex had all of the features that we were looking for. CallRex software is easy and intuitive," stated Clauson. Using CallRex Call Recording software, managers are able to live monitor calls, initiate recordings, or quickly search and retrieve calls. The CallRex client presents managers and supervisors with the real-time status of employee phones; showing which telephones are in use, which are being recorded and monitored, as well as the call length, caller ID information, outbound number dialed, and more.

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CallRex Call Recording software is installed on a stand-alone Windows Server, allowing Kindred to ensure the reliability of their contact center software and maintain a central repository of call recordings. Packet sniffing technology is employed by CallRex Call Recording software to identify and record VoIP network traffic. When a call is initiated or received, the associated packets are recorded by CallRex software. CallRex Call Recording is non-intrusive, using port mirroring on the network switch to copy and record the VoIP traffic on the network.

## Defining Success

Kindred Partners regularly takes on a variety of projects for clients, and is often measured on the volume of calls completed and the quality of the calls. Monitoring and auditing the calls has helped Kindred to meet or exceed their service level goals and to deliver quality

information to their clients. "One of Kindred's market differentiators is our ability to provide high quality service at a competitive price point," said Clauson. CallRex Call Recording software is one of the tools that the company uses to ensure that they regularly deliver quality service.

## About Kindred

Kindred Partners LLC is a privately held Limited Liability Company headquartered in Columbus, Ohio. Established in 2005, Kindred specializes in document management services in the public and private sectors. Kindred provides full service business process co-sourcing solutions performed within the United States of America. Learn more about Kindred Partners at [www.ikindred.com](http://www.ikindred.com).

- Drew Clauson, president,  
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## 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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