



For Immediate Release

## **CallRex Call Recording Software Helps Keany Produce Cultivate Customer Service**

*Keany Produce Harvests Customer Relationships and Identifies Trends with CallRex*

Kirkland, WA – October 28, 2008 - Telrex, provider of the award-winning CallRex™ suite of IP call recording and call center optimization solutions, today announced that CallRex call recording software has helped Keany Produce improve customer service processes and streamline dispute resolution. Telrex's call center optimization solution helped Keany Produce stretch their current infrastructure while focusing their customer service efforts and pinpointing issues quickly using CallRex Professional™ software on their Mitel 3300 ICP system.

"We focus on quality, providing great service and responding to issues quickly. We always strive to get it right the first time," said Dawn Eastwood, director of IT for Keany Produce. With the CallRex call recording solution, live calls are used for quality monitoring, employee coaching, dispute resolution, and to identify customer and process trends.

"CallRex has allowed us to identify trends and correct issues or train agents," said Eastwood. "Using call recordings, we discovered issues that we hadn't even thought of." When reviewing calls, managers discovered that customer service agents were not necessarily answering the underlying or unasked questions. Eastwood explains, "We heard customer exchanges where agents were continually answering the customer question 'how much does that include' with 'five pounds,' when the real question may have been 'how many servings are included?' We were able to identify this trend and coach agents to better respond to customer needs." Without the benefit of call recording software, and the ability to listen to real-life customer interactions, the company would not have the opportunity to fine-tune customer service and continue to improve relationships with employees, customers, and vendors alike.

A market innovator, CallRex supports over 20 PBXs and softswitches, more than any other call recording vendor. CallRex is an all-software IP call recording solution that utilizes innovative packet sniffing technology to identify and record VoIP traffic on the network. Learn more at [www.telrex.com](http://www.telrex.com) or call 425.827.6156 x2.

### **About Telrex**

Telrex provides IP call recording and call center optimization software. CallRex supports IP telephony systems, VoIP softswitches and unified communications solutions from Mitel, Inter-Tel, Cisco, Avaya, Microsoft OCS, 3Com, ShoreTel, BroadSoft, Sylantra, Genband, Vertical, Digium/Asterisk, Pingtel, Fonality, TalkSwitch, Switchvox, and more.

Telrex offers its award-winning CallRex software suite through value added resellers worldwide. Learn more at [www.telrex.com](http://www.telrex.com).

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