



Town of Smyrna

Improves Call Documentation and Reduces Disputes with CallRex

AN ENGHOUSE INTERACTIVE CASE STUDY

Challenges

The Town of Smyrna is nestled 12 miles outside of Delaware's state capital, Dover, and 30 miles south of the business center of Newark, NJ and Wilmington, DE. In 2007, National Geographic Adventure magazine named Smyrna one of the best small towns to live and play in because "Smyrna is a hub on the Atlantic Flyway, the eastern seaboard's major migrating bird route" and is near nature trails and tidal flats in the Bombay Hook National Wildlife Refuge on the Delaware Bay.

Prudent Progress

Smyrna was settled prior to the American Revolution, and was a major shipping hub for grain, lumber, peaches, and eventually fertilizer. The original town was less than one square mile. Today, the town has grown to three times of its original size, and is home to approximately 9,000 residents. The historic town prides itself in a small town atmosphere and highly desirable quality of life for families and homeowners.

The town is also committed to "prudent progress," and as such, has taken on the task of upgrading its physical and technological infrastructure in anticipation of future growth demands. "While we are a small town, we have always been given the latitude to introduce new technologies in order to improve our processes and save money," said James Markow, Information Systems Manager for the Town of Smyrna. One of the technology improvement initiatives included upgrading to a voice over IP (VoIP) telephone system, giving the town flexibility and room for economical growth. Smyrna chose to implement a Cisco Unified Communications Manager (CallManager) system, a powerful call processing solution

that replaces PBX (private branch exchange) and key systems with unified communications while cutting costs and streamlining maintenance. The Town also included CallRex call recording software in their infrastructure upgrade.

Preventing "He Said, She Said," Situations

Previously, Town employees did not have ready-access to reliable call recording capabilities, as only four telephone lines were enabled with call recording software. So, when an employee felt that a call needed to be recorded for liability or other purposes, they had to transfer the call to one of the four designated telephone lines. Otherwise, the call would not be recorded by their system. "The lack of consistent documented calls led us to have many 'he said, she said' situations where our customers would complain to the Town Council about our service, and we couldn't back their claims up," stated Markow. Customer service ratings suffered, and the town employees needed a way to consistently and properly document their calls.

Upon the recommendation of their Cisco reseller, MTM Technologies, Smyrna implemented CallRex call recording software. The reseller and Town IT staff worked with Telrex to install the solution. "Telrex was really proactive," stated Markow. "Our CallRex installation went smoothly, and the software is very easy to use." The solution includes full-time recording on all inbound and outbound calls for all employees of the Town of Smyrna, giving the staff peace of mind that all of their interactions are properly documented.

"Telrex was really proactive. Our CallRex installation went smoothly, and the software is very easy to use."

CallRex is an all-software IP call recording solution that supports multiple telephony systems including: Cisco Unified Communications Manager (CallManager), CallManager Express, Unified Communications 500, and the enterprise edition of Cisco Unified Contact Center 7.0. The CallRex software solution is certified to support encrypted calls with CallManager 5.0, and also supports Skinny and TAPI integrations with CallManager 4.x, 5.x, and 6.x.

“It’s fantastic that the Council can now rely on us to provide accurate customer documentation. Calls are easy to search and retrieve within CallRex.”

- James Markow, Information Systems Manager,
TOWN OF SMYRNA

CallRex utilizes innovative packet sniffing technology to identify and record VoIP traffic on the network. When calls are initiated or received, CallRex begins to record the associated packets and enables real-time monitoring of the calls.

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

CallRex does not integrate directly with the IP telephony system; instead it utilizes port mirroring at the network switch to copy and record VoIP traffic on the network.

Providing Accurate Customer Interaction Information

When a customer issue is uncovered, call recordings are retrieved to identify what happened during the customer interaction. “It’s fantastic

that the Council can now rely on us to provide accurate customer documentation. Calls are easy to search and retrieve within CallRex,” said Markow. With CallRex, managers and administrators can use multiple search criteria to quickly locate calls. Call recordings can be played back through users’ PC speakers, or exported and e-mailed as standard .WAV files.

“I can also live monitor the calls and provide immediate feedback to our staff about their customer interactions,” said Markow. The result has been improved customer service training for the Town staff, and the Town Council can accurately respond to complaints, as they have access to complete documentation of the telephone interaction.

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.



Learn more at www.enghouseinteractive.com