

Customer Success Stories



CallRex
professional



United Supply Company Speeds Dispute Resolution with CallRex Call Recording

Improved Training and Ease of Locating Calls Helps United Supply Co. Realize a Return on their Call Recording Investment

United Supply Company is the premier window treatment distributor in the southeast portion of the United States. The company is an independently owned fabricator and distributor of custom window products, drapery hardware, workroom supplies, and decorating accessories. For over 40 years, United Supply Company has been providing quality service and products to customers across the east coast. Dealers and trade designers are serviced through seven showrooms in North Carolina, Georgia, Tennessee, Ohio, Pennsylvania, and Illinois.

Customer Service Excellence

The mission of the company is to provide quality products in a timely manner at competitive prices.

Paramount to meeting the mission is excellent customer service, quality custom fabrication, up-to-date inventories, and prompt distribution services. United Supply has a team of customer service and contract sales representatives to respond to calls and inquiries from customers, fielding an average of 700 telephone calls daily.

Representatives must be knowledgeable about the variety of products represented, and also complete detailed order information in order to best serve their discerning customers. "The majority of what we sell is custom fabrication products. Some of our products can be measured down to an eighth of an inch, so it's important that we get it right the first time," said Don Gregory, information technology manager

for United Supply Co. "Many of our customers are decorators, so it's not just our reputation on the line, but their reputation too. We need to get it right for the decorator and the end customer."

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- Don Gregory,
Information Technology
Manager,
United Supply Co.

United Supply records their customer interactions to insure that customers receive the products exactly as ordered. In addition, call recordings are used for quality monitoring and employee coaching. Prior to implementing CallRex call recording software on their ShoreTel telephone system, United Supply was using long play telephone tape recorders. "While we were recording all of our calls, it was cumbersome to locate a specific call if a dispute came up," stated Gregory. "It may have taken us up to a half a day to find a particular recording on the tapes." Stable Networks, United Supply's ShoreTel reseller, suggested that they consider call recording software from Telrex.

Proven, Certified Solution

"We chose to move to CallRex call recording software because it was a proven, certified solution for our ShoreTel system, and the solution was very cost effective," said Gregory. CallRex is a non-invasive, all-software IP call recording solution that utilizes innovative packet-sniffing technology. CallRex software captures VoIP packets via port mirroring at the data switch and employs ShoreTel's Telephony Application Programming Interface (TAPI) in a ShoreTel Application Server (Distributed Voicemail

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Server) to receive call control information. When calls are initiated or received, CallRex begins to record the associated voice packets and enables real-time call monitoring. Caller ID (CID), Dialed Number Identification Service (DNIS) and additional call details are captured by CallRex.

Professional servers, known as data collectors, that are deployed in the remote sites.

Managers and administrators can view the status of employees' telephones through the CallRex client. The easy-to-use interface presents information about which telephones are in use, which telephones are being monitored and recorded, as well as call time, caller ID, outbound number dialed and more. Live monitoring can be completed by authorized users with the click of a button, allowing managers the opportunity to remotely monitor calls and provide immediate feedback to employees.

Look back call recording capabilities can also be enabled, allowing staff to activate call recording at any point in the call, capturing the complete call from start to finish, regardless of when the call recording is initiated.

Since United Supply has multiple locations, each site had to support and maintain the long play tape recorders. With the CallRex call recording solution, administrators can review calls and call information for all sites from a single interface. CallRex Professional™ is designed to scale across multiple sites and thousands of users. The WAN infrastructure is used by CallRex to link a central CallRex Professional server with the distributed CallRex

Dispute Resolution Leads to Return on Investment

Through the CallRex client interface, managers and administrators can quickly search for calls using a variety of search criteria, including number dialed, date/time of the call, or the agent who handled the call. Call recordings can be played back through users' PC speakers or exported and e-mailed as standard .WAV files. Gregory commented: "With the CallRex call recording solution in place, we can easily locate calls and have the added advantage of being able to send calls via e-mail to disputing parties. Enough disputes have been resolved with CallRex call recordings that we have realized a return on our investment."

About Telrex

In addition to call recording, Telrex also provides call center optimization solutions designed specifically for small and medium businesses, such as:

- CallRex Professional™ and CallRex Express™: Call recording and monitoring
- CallRex Agent Evaluation™: Call scoring and agent coaching for call centers
- CallRex Workforce Management™: Forecasting, scheduling, and adherence monitoring
- CallRex Speech Analytics™: automatic analysis of recorded calls
- CallRex API™: custom integration solution for CallRex call recording software



CallRex was the first call recording and monitoring solution to be certified interoperable with ShoreTel 7.0. As a ShoreTel Certified Technology Partner, Telrex works closely with ShoreTel to ensure interoperability and deliver a seamless customer experience.

Founded in 2000 to address the rapidly growing need for VoIP recording and monitoring, Telrex pioneered the VoIP call recording market with the release of CallRex. CallRex was the first packet-based, VoIP technology to record and monitor telephone calls on IP or IP-enabled telephone systems.

Telrex is privately held with corporate headquarters in Kirkland, Washington. Learn more about Telrex's call recording solutions for ShoreTel systems at www.telrex.com.