



University Physicians

Improves Customer Service and
Manages Disputes with CallRex Call
Recording Software

AN ENGHOUSE INTERACTIVE CASE STUDY

Call Center Agents Recognize the Benefits of Call Recording Through Coaching and Dispute Resolution

University Physicians PLLC covers the clinical needs of the University of Mississippi Medical Center, housing the practice clinic site for the faculty physicians of University of Mississippi Health Care (UMHC). Complete primary care services, including a heart failure clinic, in vitro fertilization programs, orthopedic services, and a face and skin center are provided by University Physicians. Most procedures ordered by UMHC physicians can be performed through the services of University Physicians, as the clinics feature a full-service lab; radiology services; a physical therapy room; and cardiology testing.

Several call centers are employed to facilitate calls from physicians, patients, and nurses, coordinating schedules, referrals, and medical consultations. Calls are recorded for liability purposes, documenting consultations and insuring that patients receive proper information on topics ranging from billing information to appointment timing. Call recording is not included on all of the hospital's telephones, so agents are also called on to silently monitor calls, allowing physician conversations to be recorded through the agents' telephones. Additionally, call recording is used to monitor and coach call center agents to improve customer service.

Cisco Unified Communications Manager (CallManager), an enterprise-class IP telephony call processing system with traditional telephony features as well as advanced capabilities, was chosen by University

Physicians for their telephone platform. In addition, BCI, University Physicians' Cisco reseller, suggested that CallRex call recording be added to the system.

Certified Solution

CallRex is an all-software IP call recording solution that supports multiple telephony systems including: Cisco Unified 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.

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. 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.

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- Elizabeth Beasley, Director of the Ambulatory Access Center,
UNIVERSITY PHYSICIANS

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.

"Our employees see the value of the call recordings, as they have back-up for dispute resolutions with the recordings, and 'he said, she said' situations are resolved quickly."

- Elizabeth Beasley, director of the Ambulatory Access Center,
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Positive Solutions

Adding call recording solutions can be considered an intrusion or barrier for many call center agents, as many may fear that "big brother" is watching. However, the University Physicians management team has worked to integrate call recording as a positive addition to the processes and procedures within the call center. "Call recording hasn't been a morale-breaker for our team. In fact, call recording has proven to be more helpful for morale. We have agents bringing us calls daily for review, saying, 'Please review this call and help me figure out a better way to handle the situation.' Our agents are self-policing using the call recording system," said Elizabeth Beasley, director of the Ambulatory Access Center. "Our employees see the value of the call recordings, as they have back-up for dispute resolutions with the recordings, and 'he said, she said' situations are resolved quickly."

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.

CallRex also allows administrators the ability to live monitor calls from a central interface, giving managers the opportunity to utilize live calls for training and immediate employee feedback.

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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

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