

## Customer Success Stories



**CallRex**  
professional



### University Physicians Improves Customer Service and Manages Disputes with CallRex Call Recording Software

*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.

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- Elizabeth Beasley,  
director of the Ambulatory  
Access Center,  
University Physicians

#### 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.

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,

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caller ID, outbound number dialed and more.

#### 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 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

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 in 2000. CallRex was the first packet-based, VoIP technology to record and monitor telephone calls on IP or IP-enabled telephone systems.



CallRex is certified to support encrypted calls with CallManager 5.0. CallRex also supports Skinny and TAPI integrations with CallManager 4.x, 5.x, and 6.x. CallRex was one of the first call recording solutions certified by Cisco to record encrypted calls in Cisco CallManager 5.0.

Telrex was selected by Cisco to be a member of the Cisco Technology Developer Program. With installations around the world, CallRex Professional and CallRex Express continue to be preferred call recording solutions for the Cisco Unified Communications Manager (CallManager) system.

Telrex is privately held with corporate headquarters in Kirkland, Washington. **Learn more at [www.telrex.com](http://www.telrex.com).**