



Upstate New York Transplant Services

Documents Donation Consents with CallRex Call Recording Software

AN ENGHOUSE INTERACTIVE CASE STUDY

In the United States, over 100,000 people are awaiting a life saving transplant, and 18 people die each day due to the shortage of organs available for donation. One organ, eye, and tissue donor can save or enhance the lives of up to fifty people. Upstate New York Transplant Services Inc. (UNYTS) is one of the United States leading organ procurement organizations, coordinating life saving donations of tissue, organs, eyes, and blood. Headquartered in downtown Buffalo, NY, UNYTS is the only organ procurement organization nationwide to house blood donation, laboratory services and organ, tissue, and eye procurement in one location. UNYTS has one of the highest rates of consent for donation in the country, and consistently leads and surpasses the national donation average.

The mission of UNYTS is to “enhance and save lives through organ, eye, tissue, and blood donation while maintaining respect for those who give the Gift of Life.”¹ When asked what sets UNYTS apart, Mark J. Simon, President and CEO commented: “The mission. We are a part of a miraculous process in saving lives through the Gift of Life. Through the generosity of donors & their families, individuals are given hope and can celebrate a second chance at life.”

High Pressure Calls

Approximately 1200 calls are fielded annually by the Upstate New York Transplant Services call center. Calls come in from a variety of people, including nurses, grieving family members, and funeral directors. During a call, contact center agents collect basic information, including the hospital location, patient’s name, address, and

consent for donation from the family. Permission from family or next of kin must be obtained before any donation can take place.

“With organ and tissue donation, time is of the essence, so we needed a system that was easy-to-use for our staff,” stressed Margaret R. Cosentino, Vice President, Information Services. The call center operates 24 hours per day, 7 days a week. “Our calls can be high pressure, high tension calls. Training our staff is very important,” said Cosentino. “We use CallRex call recordings to train staff on live calls, allowing them to get a glimpse of ‘real-life’ situations.”

Mission Critical

Prior to implementing CallRex call recording software, UNYTS had a call recording solution in place, but the system proved to be inconsistent and the solution provider’s technical support team did not provide a high level of confidence in the system. UNYTS turned to their Mitel reseller, IPLogic, to recommend a solution that could be supported locally, and that would provide full-time recording capabilities. “I have been very impressed with the relationship and service delivery from both IPLogic and Telrex, it has been seamless!” stated Cosentino. “Call recording is mission critical to our business and to our donor families.”

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¹Upstate New York Transplant Services Web site, November 2008. <http://www.unyts.org/services.htm>

Regulations by the Food and Drug Administration (FDA) and the laws of the state of New York require that all donation consents are documented. Upstate New York Transplant Services implemented CallRex call recording software on their Mitel 3300 ICP telephone system in order to comply with legal regulations. The FDA often spot checks the consent records, so Upstate New York Transplant Services must be equipped to quickly and easily retrieve call recordings. In addition, all call recordings are kept on file perpetually to prove family consent at a later date. Using 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.

Reliable Recording Solution

CallRex is an all-software IP call recording solution that supports multiple telephony systems, including a MiTAI-based integration with the Mitel 3300 ICP and the 200 ICP. 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.

"To me, success is most effectively indicated when my phone is silent. CallRex has been up and running and I haven't been hearing from my users. CallRex has proven to be reliable and easy-to-use."

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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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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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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.



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