



Yellow Cab Cooperative

Superior Customer Service with
CallRex Call Recording™

AN ENGHOUSE INTERACTIVE CASE STUDY

Yellow Cab Cooperative is the largest taxi cab company in San Francisco, fulfilling 200,000 orders per month. A true co-op, Yellow Cab of San Francisco is wholly owned, run, and managed by the drivers. In addition to maintaining the largest taxi fleet in the San Francisco area, Yellow Cab owns and operates the largest privately owned natural gas station in the state of California. The company's fleet is larger than the next four Bay Area cab companies combined. With an impressive average response time of 6.5 minutes, Yellow Cab is continually working to optimize their customer service delivery and customer experience.

Cutting Edge Technology

"One of the great benefits of Yellow Cab is that we try to stay on the cutting edge of technology. We are consistently bringing in new technology and beta testing it to see how we can enhance our operations," said Tomas Smith, IT and communications manager for Yellow Cab Cooperative. One of the technology enhancements that Yellow Cab implemented was a move from an analog to IP telephony system. The company selected a 3Com system, a simple and economical IP telephone solution designed for small- and medium-sized businesses.

The existing call recording software was not able to record calls on an IP telephone system, so Yellow Cab turned to a third-party IT consultant and telephony reseller Teledynamic Communications for assistance. Taking Yellow Cab's business needs into consideration, CallRex Call Recording™ software was selected.

Reliably Record, Archive, Retrieve

"Our call recording needs were simple. I needed a system that reliably records calls, efficiently archives recordings, and makes it easy to retrieve recordings when necessary. CallRex Call Recording software was the ideal solution for Yellow Cab," said Smith.

CallRex Call Recording software features an intuitive user interface that enables administrators and managers to quickly set-up user profiles and begin recording conversations. Recording files have a small footprint – taking up 97.5 KB per minute or 171 hours per gigabyte of hard drive space.

Authorized users can easily search and retrieve calls based upon a variety of parameters, including: time/date, caller ID name, caller ID number, outbound number dialed, flag names, Dialed Number Identification Service (DNIS), and agent name. To save time, searches can be saved so that managers and supervisors can efficiently access calls related to specific campaigns or agents.

Call recordings can be exported from the CallRex client as .WAV files, so that they can be attached to e-mail or related CRM records. The exported calls can be replayed using any standard desktop media player.

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- Tomas Smith, IT & Communications Manager
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Customer Service and Consistency is Key

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Like many companies, customer service is paramount to the success of Yellow Cab. The contact center answers approximately 300,000

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calls per month and is open 24 hours a day, every day of the year. The calls are relatively short, but the information collected is extremely important to the business – from pick-up times to addresses and customer information. In order to meet service levels and maximize efficiency for the computer-dispatched cabs, the contact center agents must input data accurately. In cases where there are disputes, call recordings are used to verify information and assure that the Yellow Cab team is delivering the best customer service possible.

Call Recordings Save the Day

For Yellow Cab of San Francisco, call recordings serve a variety of purposes. The information collected by the Yellow Cab contact center team is not only key to customer service, but vital to the safety and security of the cab drivers and their customers. "We deal with a broad slice of the population," said Smith. "For example, there have been

instances where elderly dementia patients have called for a cab because they simply want to go elsewhere. Using the call recordings, we have been able to assist the police with identifying the missing patients and determine their destination."

Smith continued: "In another instance, we were recently called by a burglar from the business that they were stealing from for a pick-up. He wanted a ride with all of his 'loot.' With the call recording and related call information collected, we were able to help the police identify and locate the burglar."

Using the information collected in the short, yet important, calls taken in the contact center, Yellow Cab Cooperative can continue to deliver a superior customer experience while also delivering value to the cab drivers and the community that they serve.

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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