CTI GROUP

CaseStudy
www.ctigroup.com

Fused Group – SmartRecord IP.

CTI Group Goes the Extra Mile to Help Fused Group Customer Meet FSA Call Recording Regulations

Summary

When Fused Group was approached by a customer to provide a hosted call recording solution in time to meet FSA regulations, the converged solutions provider turned to CTI Group to help the company to respond quickly. With a tight two month deadline, CTI Group worked out-of-hours to install and configure its SmartRecord IP solution onto Fused Group's complex Asterisk hosted VoIP platform. Following implementation, Fused Group's customer benefited from a call recording solution that met FSA requirements and only recorded specifically registered extensions, eliminating the need to record and store all calls. The call recorder allowed the customer to centralise call recording for their call centre without any significant capital expenditure. With a hosted call recording application added to its portfolio, Fused Group was able to offer future and existing customers a new service, introducing a fresh revenue stream to its business.

The Company

The Fused Group is a converged solutions provider that has created a portfolio of services to fully exploit the IP opportunity and respond to the mobility and connectivity demands of today's businesses. Fused Group encompasses Fused Networks (business class connectivity solutions including wholesale ADSL, hosted Microsoft Office, SDSL, leases lines, transit and co-location), Fused Webcalls (IP telephony services including onsite and hosted IP PBX, VoIP for mobiles and hosted call recording) and Fused Technologies (a software and web development service).

The Requirements

Fused Group was approached by a customer to provide a call recording solution for its outbound call centre to comply with FSA regulations. The regulations required a system to be put in place to record incoming and outgoing calls, which would then be archived on Fused Group's database server.

A further challenge was the integration of the call recording solution with Fused Group's Asterisk server. Since Asterisk is based on Open Source software, each installation is unique and Fused Group's server was an unusually complex example. With only two months to turn the project around, CTI Group's UK office stepped up to the challenge with SmartRecord IP.

As both the database server and application server were 'live', Fused Group needed to ensure the installation of a call recording solution did not interrupt any live users.

The Solution

CTI Group's SmartRecord IP is a white label carrier-grade call recording platform that, using patented technology, tightly integrates into a hosted voice over IP (VoIP) service provider's network. Its multi-tenant architecture allows service providers to install a single call recorder solution that can be sold as a value-added service to multiple customers. SmartRecord IP allows organisations to centralise call recording for regulatory and training purposes, as well as driving call centre efficiency, with no equipment required on site.

To integrate SmartRecord IP with Fused Group's Asterisk VoIP platform, CTI Group deployed its expert VoIP team from the US to work out of call centre hours and provide an extra level of technical expertise. The team worked closely with Fused Group to personalise the software in order for it to function effectively with the Asterisk system.

Andy Wilson, CTI Group's VP Sales and Marketing comments; "This technology has been delivered by CTI Group's Indianapolis head office in the US for 18 months but it is very new to Europe, so we are thrilled to be working with Fused Group to provide their customers with our IP call recording solution."

The Benefits

As the SmartRecord IP software sits on the service provider's hardware, Fused Group was able to provide a sophisticated call recording facility that carried no upfront costs or device installation for the customer. Furthermore, it provided Fused Group with a call recording platform that could then be added to their converged technology portfolio, providing them with additional customer service facilities and a new revenue stream.

CTI Group's SmartRecord IP provided a number of clear benefits to the end-user over competitor offerings. Its call recording solution does not use 'packet-sniffing technologies', whereby all calls must be recorded and the administrator must isolate any recording they wish to listen to. Instead, SmartRecord IP only records the calls that are required, for example customer service desks, dealing desks etc. Calls are recorded in real-time allowing supervisors to listen in, whisper to their agent, or interrupt to talk to both parties. This is very beneficial for real-time training, as well as identifying and tackling issues immediately. Access to the system is via a web browser.

The design of the SmartRecord IP platform allows the system to be multi-tenanted, which means services providers, resellers and end-users each have a registered log-in, from any number of sites. The tenant administrator also allows the user to identify the recording criteria for each extension based on origination/ termination numbers, date, time and percentage of calls to be recorded. This architecture also means SmartRecord IP can be reconfigured depending on quantity requirements – opening up this superior technology to smaller organisations.

Ian Westlake, Operations Director at Fused Group adds; "SmartRecord IP is not only the perfect solution for end-users but also for Fused Group and our reseller partners. 90% of our business is done through resellers and the 'tenant administrator' structure of CTI Group's call recording solution allows our partners to have their own log-in, as well as each individual end-user, from any number of sites."

FACTS AT A GLANCE

The Situation

Fused Group required a call recording solution to add to its portfolio and to supply to an existing customer's call centre.

The Requirements

A call recording solution for an outbound call centre in order to meet FSA regulations

A fast two month turnaround to meet the FSA deadline

The installation of a call recording solution onto a 'live' server without interrupting any live users

The integration of a call recording solution onto Fused Group's complex Asterisk server and personalisation of the software to ensure it functioned effectively

The Solution

CTI Group's SmartRecord IP

SmartRecord IP is a white label carrier-grade call recording platform that, using patented technology, tightly integrates into a hosted voice over IP (VoIP) service provider's network.

The Benefits

SmartRecord IP sits on the service provider's hardware so carries no upfront costs or device installation for the customer

By adding SmartRecord IP to its portfolio, Fused Group was provided with additional customer services and a new revenue stream

SmartRecord IP does not use 'packet-sniffing technologies' and only records the calls that are required

Calls are recorded in real-time – allowing supervisors to listen in, whisper or talk to both parties

SmartRecord IP allows the system to be multi-tenanted – service providers, resellers and end-users each have a log-in from any number of sites

FUSED GROUP
WWW.FUSED-GROUP.COM