

Not all call recording solutions are equal:

5 priority areas your company needs to get right



Introduction

In the 17 years that we've been providing interaction recording and analytics, we've seen incredible change in the sector. While telephony remains stronger now than perhaps some may have predicted, the sheer amount of data available to managers would have been unthinkable back in 2005.

In the modern era though, the contact centre has morphed, both physically and technologically from being a standalone department, to being intertwined with many other lines of business. In this context, simply collecting and replaying contact centre data is no longer enough. In fact, it's the very minimum expected.

With so many operators, and so many products on the market however, it's easy to become blind to what really matters to the business, to regulators and to your customers.

And it's with this in mind that we've created this guide to understanding the priorities you need to think about when selecting your Interaction recording and Analytics platform.

We'll cover why:

- Many organisation's PCI-DSS 'compliance' is sub-par
- Call outcome tagging adds value and context to your data
- Recording the contact centre alone is rarely enough
- Ignoring Legacy data is fraught with risk
- Long-term, centralised storage data storage is so important



The problem with PCI-DSS compliance

If you work in contact centre, and already have some form of call recording, you might be tempted to skip this page. We'd suggest you don't. Many organisations are, in fact operating in a non-compliant manner without knowing they are doing so, often because of a misinterpretation of the guidelines.

The key challenge is often in balancing the sometimes-contrary requirements of the FCA (fully recording phone calls) with that of PCI (not recording card information), which has led many down the route of implementing manually operated start-stop functionality. There are several issues here:

Firstly, relying on manual intervention to pause recordings is expecting a lot of your staff over the length of their shift. There's a high risk that they'll either forget to hit pause at the right time (breaching PCI-DSS guidelines) or fail to resume (breaching FCA guidelines)

Secondly, even if they do pause recording, at this point they are still able to interact with the cardholder, and record a number manually

Thirdly, card details can potentially still be heard or recorded by an agent. Even if just DTMF tones, these can be played back later to discover the true card number. Finally, and most importantly, it's simply not compliant: PCI regulations state clearly that the pause-resume process must be automated.

How can this be done in a reliable, effective, and compliant way? With the right technology, the decision to stop and start any recording can be taken out of the agent's hands. By monitoring the process, intelligent software can accurately predict when card details are about to be given, pausing automatically until it senses it's safe to resume.

Benefits:

- Automated pause/resume:
- Eliminates human error
- Requires no change in the customer experience / journey
- Ensures full PCI and FCA compliance
- Is platform agnostic, including across CC and UC



Non-compliant companies run the risk of penalty fees of up to **£80,000 PER MONTH** from card issuers. (as well as increased transaction fees and possible Government fines)

Source: pcidssguide.com

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Ensure call recordings are catalogued, searchable, and valuable

What happens to your interaction recordings after the initial event? For many businesses, after any initial training or verification, they sit in storage gathering 'digital dust' and never looked at again. Their existence merely an insurance against any regulatory incident or Freedom of Information (Fol) request.

On the face of it, this seems like a criminal waste of data: the information held on your interaction recordings is potentially the kind of thing you'd spend a fortune acquiring from any market research agency. So why don't more companies make more of their data?

Often it's because of a lack of foresight: implementing a system that, from a pure compliance perspective, 'ticked the box' by recording the necessary data required by regulators.

But simply collecting huge amounts of data does little for the business except incur storage cost, and once implemented, such systems can be difficult to retrospectively change: data that could prove so valuable – trends in customer sentiment, mentions of specific competitors, or specific recurring issues - can be lost.

That's why when implementing a new interaction recording platform or replacing an old one, understanding how it records and catalogues contextual data is so important: Being able to automatically tag, catalogue and search your customer interactions for specific terms, keywords or outcomes provides the business with a wealth of previously untapped knowledge about your customers and the wider market. And from a compliance perspective, it makes those regulators' audits and the retrieval of Fol requests infinitely easier to manage.

Automated interaction tagging:

- Enables efficient organisation and identification of calls
- Identifies trends in customer sentiment
- Uncovers barriers to service / sales
- Identifies issues with script adherence / compliance
- Informs follow-up interactions with the customer
- Allows custom tags to be created



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Recording is no longer just about the Contact Centre

Many businesses are finding that their current interaction recording software is unable to cope with modern business practices: Until relatively recently, the realm of the contact centre has been well-defined: customers called into, or were called from the contact centre solution and remained within a single system. In such a simple system, ensuring the capture, analysis, and cataloguing of interactions is relatively simple: there was only ever one channel to record.

However, technological change has accelerated, particularly in the last couple of years, meaning that there are many, many more variables that contact centres now need to consider:

Customers environments are resorting to channels outside of the traditional contact centre space: Teams, RingCentral and WhatsApp, among others have all become established channels that themselves need effective recording in order for businesses to remain compliant. Additionally, as regulation stretches into other parts of the organisation, and those lines between Contact centre and business units blur, calls with customers, or containing customer data, can soon find their way into an organisation's Unified communications platform.

'No problem' you might think. 'just record everything'. And that would be the right answer, were it not for the challenge of combining datasets from two or more often very different systems: Many unified comms and contact centre providers now provide their own basic recording features, they pose another challenge: how to combine both datasets in a meaningful, chronological and interrogable manner?

It's a challenge that can be tough to overcome, but it can be with the right tools, such as Liquid Voice.

Integrating CC and UC interaction data stands to:

- Provide a single source of all customer, and customer-related interactions
- Enable cross-platform tracking from UC, CC and Collaboration tools
- Provide even deeper insights into customers' omnichannel experience
- Simplify internal and regulatory reporting
- Reduce data storage costs with vendors



66 % OF CUSTOMERS use three or more different communication channels to contact customer service. (Microsoft)

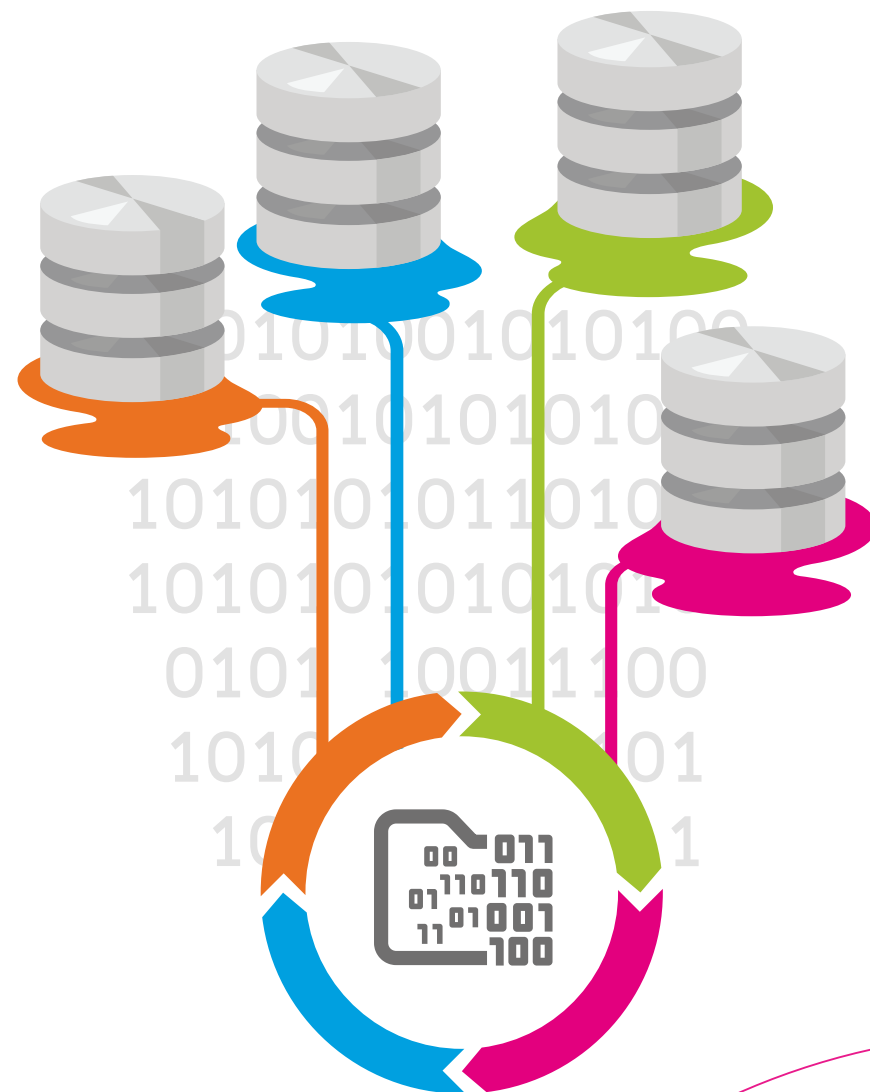
What to do with legacy data, and ongoing data storage?

Legacy data is a pain: more often than not, it sits on a dusty server, (or quite possibly multiple servers, holding data from multiple vendor solutions and has outlived the staff who originally implemented the legacy recording tools. It's quite likely that within that dusty server there are any number of regulatory breaches, with historic data preceding the implementation of GDPR and PCI-DSS.

But age is not a defence for non-compliance: That toxic data will need to be kept, but be kept cleanly, securely and, ideally, with the same categorisations and formats as current data. It's a minefield many companies would rather not set foot in.

The good news is, it needn't be as difficult as it looks: platforms such as Liquid Voice take data from almost any dataset, irrespective of the format, vendor, or file type (video, audio, text, etc.) detoxify it, by removing any data uncompliant with current regulation, reformat to a standardized file type, encrypt and ingest it into one single data lake.

But we don't stop there: By using the same data lake and format to store and catalogue your current data – from your contact centre, unified comms platform, or collaboration tools, we enable granular, long-term, and consistent data analysis stretching back over years, providing the possibility of hugely valuable commercial insights and ensuring that your business is ready to respond to regulatory audits and Freedom of Information requests.



About Liquid Voice

Liquid Voice helps organisations to deliver a compliant, ethical customer experience.

We do this through exceptional interaction analytics that enables you to inspect every conversation whether they be voice or text- based. We then provide a range of applications that turn these powerful analytics into the insights that drive what is important for your organisation.

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