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RECORDING IN A CLOUD
COLLABORATION WORLD

The Cloud Collaboration Era

We now live in the 'Cloud Era' and communication and collaboration is well and truly part of this. Gone are the days where organisations had a telephony or contact centre platform on-premises that they simply connected to a recorder for compliance or to monitor and manage agent performance.

For most organisations, they are now utilising a mixture of cloud and legacy on-premises telephony with a direction of travel to the cloud. Customer engagement is no longer solely over the telephone but incorporates email, chat, social channels and even video, and recording is no longer something that organisations have to do, but something they want to do to gain valuable insights into their customer experience and operational performance.

This multi-cloud, multi-collaborative and multi-channel environment is changing how we need to think about recording and the solution we use to capture, analyse and inform. This definitive guide explores these challenges and redefines the requirements of enterprise and contact centre recording and analytics.

33% of Businesses have made the move to Hosted Telephony.

35% of organisations plan to move to Hosted Telephony.

Source: Frost & Sullivan

90% of IT Leaders will stop purchasing on-premises telephony by 2021.

Source: Gartner

Contact Centres Are No Longer Just Voice

96% support live Voice

93.6% support Email

60% support Chat

Source: UK Contact Centre Forum

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Why Is Recording Important?

There are three fundamental reasons why organisations look to capture the interactions they are having with their customers which can be categorised under the following headings.

Compliance & Risk Management

For some industries it is a regulatory requirement to record all conversations with customers and to retain these for a defined period of time. Even when this is not mandated, it is good practice to capture calls to be able to reduce risk associated with customer disputes.

Quality & Customer Experience

By capturing customer interactions, organisations are able to monitor the experience being delivered to customers. The value of monitoring agent performance and focusing coaching and training is well proven to improve the service being delivered.

Insights & Analytics

With focus being placed on delivering the best possible customer experience, recording is helping organisations to unlock valuable insights captured in each conversation – understanding customer preferences, trends and needs to help shape future differentiation.

Over the past year with organisations having to deal with agents working from home, recording has become even more critical. The ability to monitor agents that you cannot physically see, allows you to make sure they are coping, delivering the service your customers' need and operating in an ethical and compliant manner.

"Customer engagement has changed significantly as a result of Covid with an acceleration of channel shift and far more conversations traversing multiple channels. Having the ability to capture the complete picture is key in order to ensure compliance, quality and to truly understand the customer experience."

Chris Burden, Executive Director, Liquid Voice

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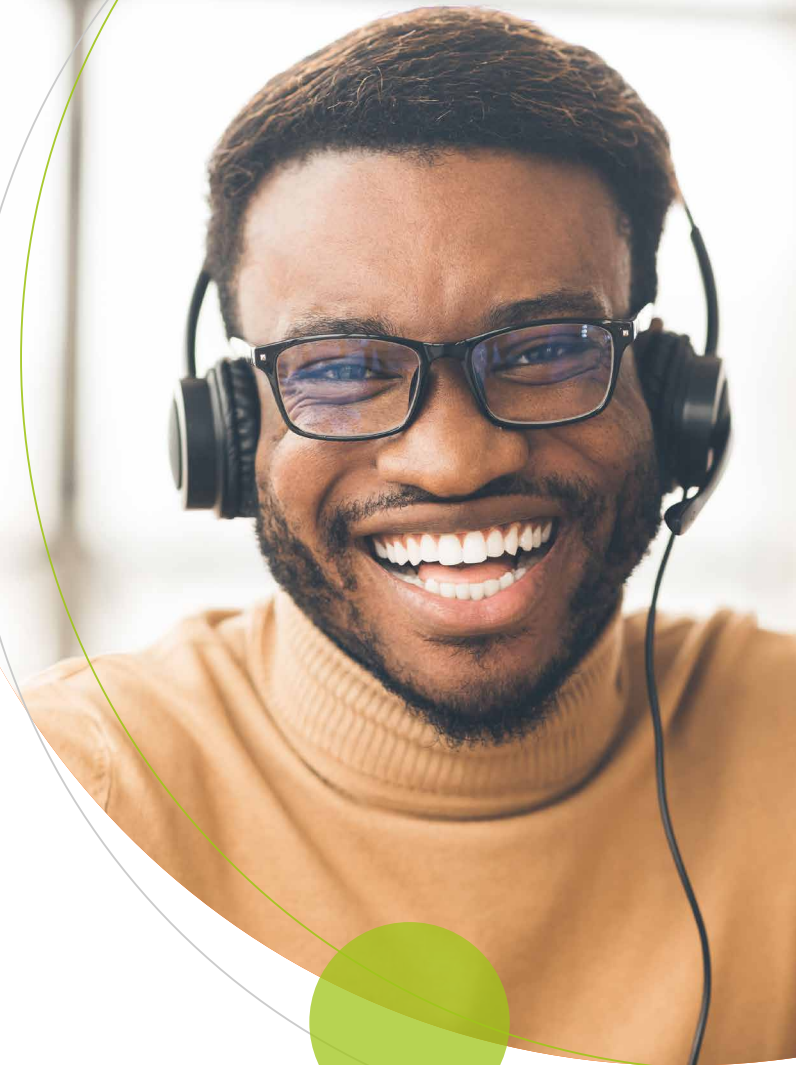
How Cloud Telephony Changes
How We Think About Recording

The world use to be so simple; you had a PBX or ACD which you paired up with a call recorder that captured either every interaction or allowed you to selectively record. Now we have cloud telephony, or as commonly referred to hosted VoIP, where calls are managed in the cloud and routed over IP to the agent regardless of their location.

Although the physical architecture is very different, the logical architecture is the same with the ability for a specialist recorder to integrate through APIs to the hosted telephony platform and capture interactions.

Where the thinking needs to change is for hosted platforms that provide the inbuilt capability to record calls.

In most cases this enables the capture of interactions, but only limited retention periods and does not offer the more advanced capabilities of quality management, call tagging, transcription and analytics.

In this scenario, telephony and recording are still very much needed and complementary, yet the demarcation of each solution has slightly changed.

Approaches to Cloud Telephony Recording

There are two fundamental approaches to recording against a cloud telephony or contact centre platform.

Recording at Source

This is the traditional approach where an API is used by the recorder to capture interactions at source within the hosted telephony platform and stream these to either a cloud or on-premise recording solution.

Ingesting Recordings

Here the capture of the interaction is performed by the cloud telephony platform and the recorder utilises APIs to extract these and ingest into the specialist recording platform to enable long-term retention and the use of advanced tools and analytics.

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Collaboration Platforms & Microsoft Teams

More and more organisations are adopting enterprise-wide collaboration platform, in particular Microsoft Teams. These are not just being used to collaborate internally, but to also engage with customers through messaging and Teams Calling and as such fall within the requirement to be recorded.

This creates a whole new recording topology. Whereas Teams provide standard capability for what it terms convenience recording, it does not provide the ability to record and retain interactions for compliance, nor provide feature-rich quality and analytics applications.

The approach in this scenario is to leverage the MS architecture for policy-based recording. By seamlessly integrating the recording solution into Teams through the provided APIs, it is possible to define which interactions are required to be recorded

and then leverage bots within the MS Azure environment to capture these and ingest into the specialist recording platform.

"Microsoft Teams recording is very exciting for us; it gives us the capability of providing feature-rich interaction capture and analytics inside the familiar and widely used Microsoft Teams environment."

Chris Berry, Managing Director, Liquid Voice
cutive Director, Liquid Voice

What Can Be Recorded in Microsoft Teams

It is possible to capture all interactions taking place within MS Teams Meetings and Calling along with associated data and screen activity.

Policies for which interactions should be recorded can be established within the MS Teams administration environment known as policy-based recording.

By leveraging a specialist recording platform, there is flexibility as to where captured interactions are held and for how long they are retained; this could be within the public cloud, your private cloud or on-premises.

By recording interactions in this manner opens up all of the quality management, call tagging and analytics capabilities of a specialist recorder.

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Multi-Environment

The reality is that most organisations no longer utilise a single communication platform, but are likely to have a hybrid of cloud, premises-based and enterprise collaboration platforms.

Selecting a recording solution that is able to span and record across multiple platforms is therefore key both now and for the future. You may leverage cloud telephony in your contact centre or regional offices but still have a premises-based system in head office. You are likely to also be leveraging Microsoft Teams for internal and external collaboration, all of which may need to be recorded for compliance or best practice.
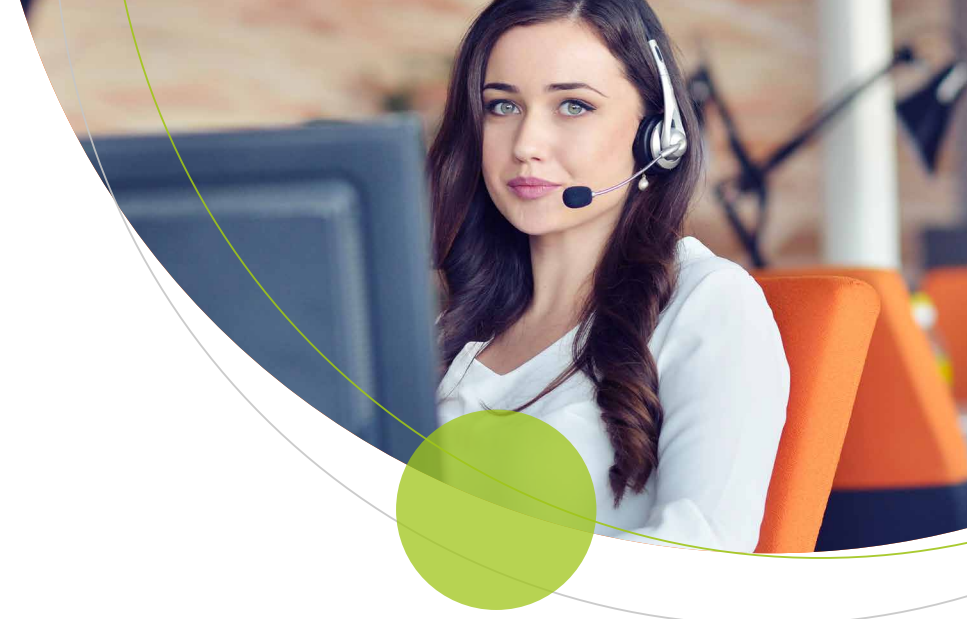
By separating the interaction capture layer from storage and application layer enables platforms like Liquid Voice to be communication platform agnostic and what is more, to be able to operate in multi-environments.

This enables organisations to create a single repository of all recordings across their whole organisation rather than creating silos against each platform. It also enables all areas to leverage the specialist applications such as quality monitoring, transcription and interaction analytics.
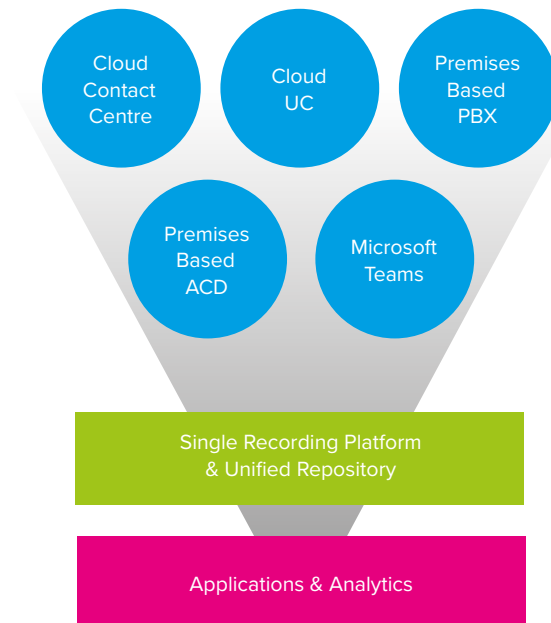
"Our experience of operating in financial trading and public safety environments has meant that our recorder has always needed to be able to take multiple feeds from multiple platforms. This allows us to help those customers who need to record across different or changing communications platforms."

Andrew Barratt, CTO & Managing Director APAC, Liquid Voice

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The New World of Recording

Cloud Contact Centre

Cloud UC

Premises Based PBX

Premises Based ACD

Microsoft Teams

Single Recording Platform & Unified Repository

Applications & Analytics

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Omni-Channel Recording

As mentioned in our introduction, it is no longer just about telephone interactions with customers, but interactions that can span and traverse all of the channels of communication.
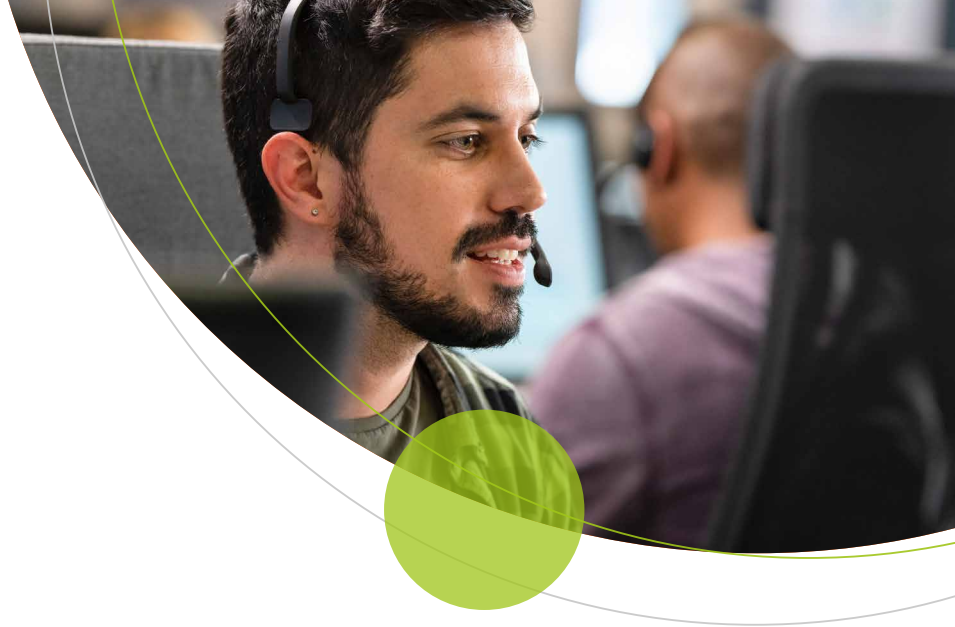
To be truly compliant, organisations need to capture every element of the customer journey whether that includes a telephone call, an email, a webchat or even a self-service interaction. The same is true for organisations looking to understand and analyse the end-to-end customer experience.

Recording each channel silos separately creates many issues; you are maintaining multiple recording platforms, you are unable to connect all of the elements of the customer journey or customer transaction and your people need to access multiple systems to get what they need.
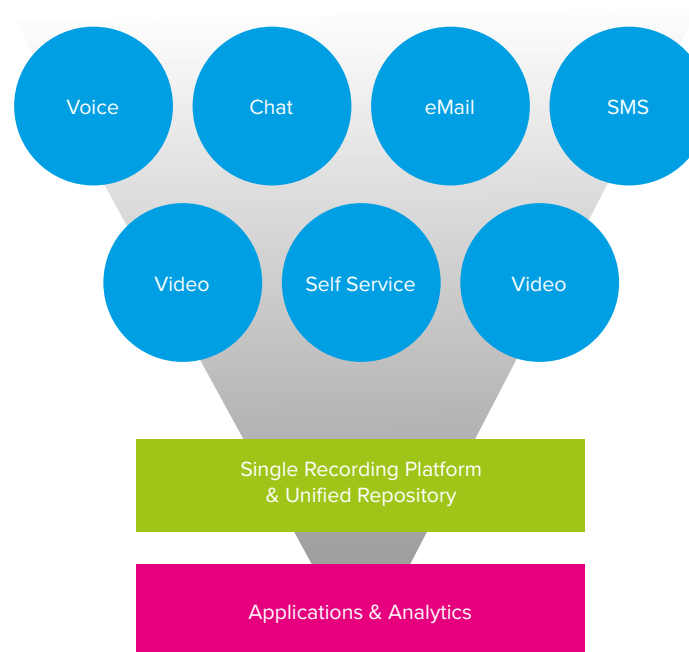
In today's world omni-channel organisations need an omni-channel recording and analytics solution that is capable of operating across and unifying all of the channels of communication.

"It is not just a case of being able to record different interaction channels, but to unify how these interactions are tagged and indexed to enable for end-to-end transactions or customer conversations to be retrieved and reconstructed."

Chris Berry, Managing Director, Liquid Voice

The New World of Recording

Voice   Chat   eMail   SMS

Video   Self Service   Video

Single Recording Platform & Unified Repository

Applications & Analytics

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Creating A Single Interaction Recording Hub

It is not only the interactions you are recording today that you have to consider, but also the recordings you have captured and retained over time. You are likely to be maintaining multiple recording platforms, some of which are no longer operational in order to retain and access historic recordings.

This may be as a result of a technology refresh programme, changes to communication platforms, different solutions being used across different communication channels, or simply as a result of M&A activity.

This is not only costly but is unmanageable in terms of being able to retrieve required recordings and ensuring that these historic recordings are compliant with current privacy legislation.

The way we tackle this challenge at Liquid Voice is to utilise our tools to ingest recordings from your different platforms and consolidate these into a single, unified hub. Through this process we are able to analyse each interaction, redacting sensitive information and cleaning-up toxic data while also enriching tagging to create a highly efficient and effective single pane of glass onto historic recordings.

Reduce COSTS associated with legacy recording platforms

Mitigate RISK from non-compliant and potentially toxic data

Gain VALUE from a wealth of data and insights currently untapped

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Maximising the Value of Recording

Today recording is not just about ticking the compliance box, it is about capturing customer journeys and all of the interactions that happen along the way. It is about leveraging this to truly understand your customers and providing them with the best possible experience.

By fully maximising what is possible with recording, you are able to deploy best practices across a number of operational areas as well as gain invaluable insights.

Real-Time Compliance

Analyse transactions taking place in real-time to ensure that business is being conducted both ethically and in a compliant manner and have potential issues instantly flagged.

Quality & Agent Performance

Automate the process of quality monitoring and assess agent performance across all of their interactions to better align coaching and training.

Vulnerability Detection

Be able to detect those interactions where there are indicators of customer vulnerability and for this to be automatically flagged to those who can review and address.

Interaction Tagging

There is a wealth of structured data that is associated with a customer interaction; utilising this to tag the recording provides significant value in being able to quickly find the required conversation and to reconstruct customer journeys or particular transactions.

Voice & Video Transcription

The ability to transcribe both voice and video in real-time not only enables unstructured data to be structured but enables real-time assistance and automated quality and compliance to be utilised.

Interaction Analytics

Having all of your recordings in a single repository and being able to analyse these provides invaluable insights. Trends in customer needs and behaviours can be uncovered as well as gaining the ability to identify root causes of operational challenges.

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Pre-empting The Future

Agility is key in not only the way we communicate with customers in the future but also how we capture and analyse these interactions.

As more organisations look to leverage cloud communication platforms, having a recording solution that is able to seamlessly integrate into these platforms is key. So too is having the flexibility of being able to switch your platform but retain your recording solution.

With more customer engagements extending beyond the contact centre and taking place over Microsoft Teams, having the ability to record internal and external interactions on this enterprise collaboration platform should be a key consideration. Omni-channel recording will continue to be important; as you adopt more ways to interact with your customers you require a platform that is able to reach across these channels.

Who knows what the future holds? Rapidly advancing technology in the areas of knowledge management, artificial intelligence and machine learning is transforming how we interact with customers.

As these new channels emerge, we not only need to capture the interactions taking place but ensure these are part of the way we analyse and understand the end-to-end customer experience.

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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