



Today, customer interactions are handled almost entirely over the phone, through email or the Internet and face-to-face meetings have become a thing of the past. This shift has dramatically changed business practices where phone call recording is now accepted as a standard industry practice, especially in markets where essential information is provided over the phone. However, recording phone calls is of little use if you can't readily access a recording file when you need to resolve a dispute, show compliance with privacy and other legislation, or tag and locate recordings of "audio signatures".

Ideally, your recording files are linked to your Broker Management System's client activity records. The recording files can then be used for automated lead generation between your service and sales teams, faster issue resolution (no need to repeatedly ask the client for details on their issue as it is escalated or transferred between groups), and for creating multiple efficiencies in your intra- and inter-departmental work flow processes.

The benefits that your organization can expect from your blueButler iDR system are many, including:

- Automated Lead Generation between and amongst your CSR and Producer Teams
- Reduced Errors and Omissions ("E&O") Exposure
- Expedited and Automated Compliance with Privacy and other Regulations
- Focused Implementation of Best Practices and Quality Initiatives
- Using Audio Signatures to Streamline Business Processes
- Integrated Call Recordings with your Broker Management System's Client Records

It's a selling tool

blueButler iDR is a valuable selling tool that helps protect recurring revenues and drive new revenue sources through automated lead generation, sales scripts, online sales reference material (7-step sales process, objection handling, selling tips, etc), coaching, training and best practices. Peer-to-peer best practice call sharing techniques and call-of-the-week campaigns help your staff improve their closing skills and ability to handle customer objections.

How much does it cost your organization when you lose a client to the competition? blueButler iDR is designed specifically to drive improvements that will protect your valuable recurring revenue sources by helping staff retain customers and fend off the competition through marked improvement in customer experiences. An example is where a staff member can take over customer files in progress without the usual manual handoff, as a complete record of all calls made is on the customer file. Anyone new to the file can instantly be up to speed – like they were working the file themselves. Additionally, the option of using product training scripts can enhance your staff's product expertise and contribute to the successful launch of new products and services.



It's a risk management tool

blueButler iDR is a powerful risk management tool that securely records calls automatically, or allows for on-demand flexibility of recordings. Having these recordings provides Errors and Omissions (E&O) protection when disputes arise and provides accuracy from not only source verification but also verbal instructions from callers. Also, the recordings act as audio signatures that can be used to legally bind business. blueButler iDR is an affordable automated method of documenting compliance with privacy legislation and has designated secure access level authorizations, protecting your biggest investment – your business.

It's a quality management tool

blueButler iDR is an ideal training tool to implement standardized best practices across your organization and can be used to extract business value from all voice communications. The recordings make it easy to encourage peer-to-peer sharing of best practices as well as review staff performance, providing critical management oversight of your front-line customer interface and boosting employee expertise.

Management can review actual conversations with clients, rate each employee's performance against objective Evaluation Scorecards and use actual calls as training material on how to handle various situations. Peer-to-peer call sharing and self-evaluations encourage team building and boost overall performance of the team. Scorecards can be used to evaluate how staff conducts themselves on the phone, including:

- Are they pleasant? Do they remember to repeat the client's name? Do they thank each caller before ending the call? Do they have good "phone etiquette"?
- How do they handle upset callers? Do they know how to ask open-ended questions? Do they have good listening skills?
- Do they try to up-sell the client? Do they control the conversation? Are they knowledgeable on the products they are offering? Do they remember to discuss any compliance issues?

Regular coaching and feedback is known to improve overall performance and there is no better tool than call recording as an unbiased method of supporting overall quality objectives.

It's easy to use

blueButler iDR is easy to integrate into your system because it is a turnkey product – it's ready for immediate use – and all technology setup is facilitated by blueC. Once the product is set up in your operation, it is simple to use. It uses familiar technology that allows you to easily manage and share recordings, and you can simply view call details by department, CSR / Producer, date, time, caller-id, call duration, subject matter, or script.



It's affordable

Not only is blueButler iDR a very competitively priced phone call recording system, it is also a fully integrated solution. Organizations prefer fully integrated systems like blueButler as they cost less than purchasing multiple disparate systems, can all run off the same server, and are less expensive to administer and easier to learn than multiple systems. blueButler iDR includes:

- State-of-the-art, enterprise-level, fully secure, database-driven phone call recording
- Integration with your Broker Management System's client activity records
- Automated lead generation, call tagging and sales reports
- Complete 7-step sales training material repository
- Real-time call activity monitoring and phone call activity reports
- Scripts for audio signatures, consents, and compliance
- Quality evaluation reviews

Technology

blueButler is designed to fit every customer environment whether you have a small office with a few phones to record; a large call center with hundreds of agents or a centralized multi-site organization. You can start small and easily add users, additional sites or new applications as your needs change. blueButler is a scalable platform that supports virtually any configuration including:

- Station-side or Trunk-side recording
- Blended environments with digital, analog and/or VoIP (Voice over IP) phones
- Support for all major phone systems (PBXs), Key systems, and mixed vendor equipment

We recognize that every customer is unique and designed blueButler so that it can easily be adapted to meet your specific requirements. You can order a complete turnkey solution or choose to provide your own server for blueButler. By adhering to open industry-standards and off-the-shelf technology, blueButler offers tremendous flexibility in how you choose to deploy the system.

Interested?

If you are interested in learning more about blueButler iDR, please contact sales at blueC 802 Inc.

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