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## Digital Recording for Small Business

If you thought digital recording was only for huge call centers, think again. This technology offers significant benefits to smaller organizations as well...and with Audiolog® Echo from Mercom, it's more affordable than you might expect.

Echo uses Audiolog® software, but is specifically designed for businesses using as few as four channels (or ports). Echo also comes in a tower chassis which is ideal for the smaller office environment.

Despite its smaller footprint, however, Echo offers impressive Audiolog® functionality. For example:

- Echo allows you to record phone conversations according to parameters you define. This includes both incoming calls (such as orders) and outgoing calls (for example, a doctor's dictation).
- Echo can record any combination of handsets, headsets, phone lines, radios, etc.
- Echo is especially appropriate for Record on Demand (RODNI) applications...such as a legal office which might want to record some, but not all, calls.



- All files are encrypted and access to stored calls is strictly controlled. In fact, Echo is compliant with privacy restrictions in the Health Insurance Portability and Accountability Act (HIPAA).
- Echo's user interface is easy-to-use, and is based on the familiar "Windows" look. Most operations are automatic, but can be custom configured where necessary.
- Echo is compatible with Mercom's IQ...a state-of-the-art evaluation and training module that can help reduce personnel costs in both training and retention.

While Audiolog® Echo is designed for the smaller organization, it's also meant to grow with your business. An Echo system is expandable from four to 48 channels.

The benefits of call recording (and the advantages of Echo) may sound good...but is it really that affordable? Well, a basic Echo system starts as low as \$248.91 per month\*. For more information on whether Echo is right for you, or to learn more about affordable leasing options for all our products, just give us a call.

**Sound Bytes...**

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\*36-month lease with \$1 buyout, based on purchase price of \$7000.

## Recording Solutions



**Situation:** ABC Collections is a small but growing agency, with six agents currently on staff. They are seeking a way to provide timely, effective training in procedures and federal/state restrictions to a workforce with a traditionally high rate of turnover.

**Solution:** Begin with fulltime recording to provide important, legally traceable documentation of all calls, and eliminate the “he said, she said” situation common in collections.

An Audiolog® Echo system is adequate for ABC’s current needs, but if they plan to expand beyond its capabilities, Audiolog® Max-Pro could be a better choice.

Either system would be configured to match ABC’s phone switch, and the way their agents work. For example, do agents always use the same phones or do they move from station to station?

To address the training issue, ABC should use Mercom’s IQ for scheduled agent evaluation and as a training tool. If ABC uses specific digital forms, screen capture capability could also be included. Our training department can work with their in-house trainer, or directly with their agents...either way, ABC will find their training issue solved.

**Situation:** Family Physicians, a six-doctor practice with three locations, is concerned about quality of care



at the front desk, given the high call volume and the fact that 12-15 different staff members answer the phone. Call recording options must take into account federal protections of patient privacy (HIPAA).

**Solution:** Again, fulltime recording will provide important, legally traceable documentation of all calls—whether those calls are in regard to appointment times, prescriptions, or medical advice. Audiolog® Echo can provide this, and is totally HIPAA compliant.

Family Physicians may want to record only the front desk phones. But if medical advice is dispensed from nurses stations or a doctor dictates on outgoing lines from his office, then recording lines is recommended. A combination of line and station recording is possible.

Despite the three locations, Family Physicians will likely want all recordings archived together, which can be done with Echo. Also, if the group uses a wide-area network (WAN), administrators can play back calls from any station or office...right at their desks.

*Solutions to the business issues in this section are provided by Darin Cooper, System Engineer at Sound Communications.*

## Recording Solutions (cont.)



**Situation:** Smith & Smith is a two-partner law firm with a total of 4 associates and 12 other staff members. The partners would like to easily record some calls, but not others.

**Solution:** In this case, fulltime recording is not the solution. Instead, Smith & Smith would install a small Echo system set up for record-on-demand (RODNI).

In this way the firm can determine when to record “on the fly.” Our training department can help, and also ensure all firm employees clearly understand how the system works.

With this system in place, partners and associates can retrieve calls quickly and easily. Each call can be tagged with a unique identifier for the case or client. All recordings are legally traceable and have been proven to stand up in court. When needed, files can be emailed to courts or opposing counsel. Call archives are highly secure, and access is controlled by parameters that Smith & Smith can define themselves.



**Situation:** Contractors Supply is a mid-sized company that works with building contractors, offering on site delivery of concrete, lumber, etc. Over the past six months, the firm has had an increasing number of incidents in which customers refuse delivery and/or payment because of a discrepancy in amount. This is costing the company time and money.

**Solution:** In this situation, it’s difficult to tell whether the problem lies with the customer ordering incorrectly or the employee recording the order incorrectly.

A small Echo system doing fulltime recording is the answer. If Contractors Supply uses onscreen order entry, screen capture may help.

With this system in place, a delivery driver can call the office and have the order played back over the phone...while the customer is there. Recordings can also be mailed or emailed to a customer’s accounts payable department as proof of order.

*Would you like to see your organization’s concerns addressed? Give us a call, or email us for more information: [toni@soundcommunications.com](mailto:toni@soundcommunications.com)*

## It's About Time

About 2 o'clock. Ten-ish. 9:30 or so.

There are lots of ways to indicate approximate time. But when knowing the exact time is critical, your options are more limited.

That's why we carry time synchronization products from Spectracom. This well-respected firm has been in the time-keeping business for more than 30 years.

Take, for example, Spectracom's Ethernet Time Server. This product allows you to share accurate time throughout your network, much as you would share a printer or fax. Time Server supports Windows 2000, Novell, NTP and SNTP.

Time synchronization products can benefit most call centers, but are absolutely crucial for some.

In a brokerage, where a few seconds can cost thousands of dollars, it's vitally important to know when orders were placed and trades were made. And for 9-1-1 centers, a few seconds can literally be the difference between life and death.

Spectracom's precise timekeeping, time stamping and frequency solutions can meet the needs of these types of businesses and more. To learn whether a Spectracom product is right for you, contact the experts at Sound Communications.

*Time synchronization products from Spectracom may be just what you're looking for.*



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**In This Issue:**  
**Recording Solutions for Your Business**