

► **Upcoming Shows & Events**

A new year brings new opportunities to bring our products to you. Following is a list of shows we're scheduled to attend this winter and spring. We invite you to stop and visit us if we're coming to your area.

February 2, 2005

Indiana Association of Chiefs of Police
Crowne Plaza Hotel at Union Station
Indianapolis, IN

February 11-13, 2005

American Association of Poison Control Centers
Convention Center-New Orleans, LA

February 24-25, 2005

21st Annual Intercourt Conference
Quest Business Center
Columbus, OH

April 7, 2005

Indiana National Emergency Number Association Conference
Sheraton-Westin Hotel at Keystone
Indianapolis, IN



April 10-13, 2005

Ohio APCO/NENA Conference
Holiday Inn-Hutchinson Avenue
Worthington, OH

For more information on any of these specific events, please call Toni

VanHorn at 800-556-8556 ext. 712 or email: toni@soundcommunications.com

We also update this list frequently on our website. We invite you to visit us there, where you'll also find information on all our products and services:

www.soundcommunications.com



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► **Breaking News on Page Two: Please See Inside!**

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► **Analyzer™: The Pure Power Of Information**

Technology is increasingly important in today's contact center. Each new piece of technology brings benefits, but the very nature of these technologies creates a new challenge: integrating their abilities to boost efficiency, productivity and profit.

Analyzer™, from Concerto Software™, presents an entirely new and effective solution. This business intelligence application collects data from disparate technologies throughout the contact center, and allows management to make trend analysis observations and correlations that might not otherwise be apparent. When these insights are used to set new strategies, positive return on investment is quick to follow. Let's look at two examples.

Key Performance Indicators

In Analyzer™, Key Performance Indicators (KPIs) are predefined sets of trackable results. For instance, the KPI Availability tracks time an agent spends working phones, taking breaks, skill training, etc., and calculates the percentage of actual time spent working the phones.

Analyzer™ provides an ever-expanding, user-configurable list of predefined KPIs. Also,

because some performance metrics are more critical than others, KPIs can be weighted and prioritized.

Analyzer™ also allows management to set goals per KPI, and refine these by skill level according to user-created definitions. In other words, the KPI Sales per Hour can have different goals for new hire versus senior agent.

Score Card

The Score Card feature in Analyzer™ provides for graphic representation of detailed analysis. Actual percentage scores for selected KPIs are shown in green, yellow and red boxes. Green indicates performance at or beyond goal; yellow is performance within 30% of goal; and red shows performance missed the goal by a large margin.

Score Card provides supervisors with an effective tool for evaluating and reviewing agents. Because Score Cards can also be generated on the supervisor, department, contact center, and organizational levels, they also are an invaluable tool for senior management and strategists.

Ask us for more information on putting Analyzer™ to work for you.

See page 2 for an important announcement about Concerto Software™ and Sound Communications.

Sound Bytes...

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► A Closer Look At: CourtFLOW

Whatever the type of court, CourtFLOW is designed to simplify, streamline, and keep costs down. For example, CourtFLOW:

- Allows judges to retrieve and play back audio records on demand
- Makes it easy to copy selected testimony instantly to a CD, or email it to a colleague
- Allows for encrypted, private annotations to the audio record
- Links all digital data and documents to the matching time in the audio record
- Enables searching by a variety of criteria to make locating specific files virtually effortless
- Facilitates court management by enabling a single Court Technologist to handle functions that now require several personnel
- Eliminates storage and retrieval problems inherent in bulky tape-based systems
- Enables near real-time transcription when coupled with VoicelQ's unique, internet-based NetScribe service
- Allows for advance labeling of various speakers to simplify fast-paced, multi-case sessions
- Can be customized for each unique courtroom



► Digital Video Recording In Action

How would you like to lose \$75,000 in one night? According to trade publication *The Specialist*, it almost happened to Richard Jaffe, a car dealer in Cheshire, Connecticut.

Late one night, a single vandal entered the dealership's lot and damaged some 30 vehicles. The lost totaled \$75,000. While Jaffe was insured, his deductible alone was \$25,000.

Fortunately, Jaffe had installed a video surveillance system that included digital video recording. The high quality of the resulting video enabled easy identification of the vandal, who was arrested and charged. Because the perpetrator chose restitution over jail time, Jaffe recovered both his deductible and the amount his insurer paid out—the full \$75,000.



The article in *The Specialist* noted that this happy ending was only possible because a positive identification was made. That, in turn, was made possible by the high-quality DVR system Jaffe installed. His investment was significant, but much of it was recouped from this single event.

We'd like to thank Martin Taylor of the Taylor Team of Dealerships in Lancaster, Ohio for sharing this story with us. Martin himself recently contracted Sound Communications to install a DVR-based system at his location. He further tells us, "Insurance companies are starting to reduce premiums for dealers who invest in security systems."

Might the same be true in your industry? We'd be happy to help you find out!

► Sound Communications Partners With Concerto

Sound Communications is pleased to announce it has signed a channel partner agreement with Concerto Software®. Concerto is a leading provider of contact center solutions that help companies to better manage customer interactions via voice, email, the Web and fax.

In our upcoming newsletters, we'll feature a product from Concerto's extensive line. Their offerings include great products like:

- EnsemblePro™ unified contact center solution
- Unison® and Conversations™ outbound predictive dialers
- LYRICall browser-based scripting solution
- RightForce® workforce management,
- Optimizer™ best-time-to-call,
- Analyzer™ performance measurement and analysis
- Planner outbound workforce planning and forecasting



► Introducing Three New Faces At Sound Communications



Gina George Technical Services

The next time you call the Sound Communications' help desk, chances are you'll be talking to Gina. As coordinator of our tech support process, Gina's job is to ensure you get the assistance you need as quickly and efficiently as possible.

Gina spent the last year and a half working as a dispatcher/agent in a busy call center, personally handling between 250-350 calls per day. She also spent more than 10 years as a marketing communications consultant, and has actually produced our newsletter since 2000. She has earned the Certified Business Communicator designation from the Business Marketing Association.

In her private time, Gina enjoys reading, singing, and walking. She plans to walk her first half marathon in April.



Brenda Heskett Office Assistant

Brenda's position at Sound Communications encompasses a wide variety of duties—so it's a good thing she brings a wide variety of skills to her work!

Prior to joining us, Brenda worked for five years in reception and service for another technology-

related company. She also has more than 15 years of experience in accounts payable and receivable, payroll, and inventory. Her educational background even includes a bit of civil engineering!

Brenda's private time interests include outdoor activities like boating and camping. She has three grown children and three beautiful grandchildren.



Chris Williams Sales Engineer

Chris brings more than eight years of experience to his work in the Indiana and Kentucky markets for Sound Communications.

Four of those years were spent specifically in sales, training and support for Mercom systems. Chris has worked with a wide variety of companies and organizations, especially public safety installations. He looks forward to being able to offer the full range of Sound Communications products to meet the ever-changing needs of his marketplace.

Chris recently relocated (he says escaped!) from southern California to Franklin, Indiana, where he lives with his wife and three children. In addition to spending time with them, Chris also enjoys hockey, playing the guitar, and church-related activities.

Welcome, Gina, Brenda and Chris!

► Digital Evidence: How Reliable?



Just how reliable is digitized evidence, including photos and fingerprints? Consider a *Chicago Tribune* report about a 2003 case in Broward County, Florida. The verdict was acquittal due to questionable evidence handling. The jury foreman also cited concerns that there was no record of enhancements to digital images presented—and hence no way for jurors to be comfortable with those changes.

The *Tribune* article focused mainly on digital fingerprinting, but the same concerns arise with digital crime scene photos. Traditional graphics software provides no record of image changes, and can leave a case open to opposing attorney attacks.

VeriPic® software, designed specifically for use in law enforcement, closes the door on such attacks. The program's patent-pending method detects alterations to content and maintains a secure record of photo enhancements and who made them. We'll be happy to provide you with a demonstration of VeriPic's capabilities. Just contact us.