SOUND BYTES

Spring 2009
In This Issue

UPCOMING EVENTS & TRADESHOWS

May 21, 2009
Columbus ASIS Seminar & Exhibits
Aladdin Shrine Temple
Columbus, Ohio

May 29, 2009
OJC Court Technology Conference
Hyatt Regency
Columbus, Ohio

June 11 & 12, 2009
OAMTA Annual Conference
Kalahari Resort
Sandusky, Ohio

June 12-13, 2009
Homeland Security Conference
& Kentucky State Fire School
Lexington Convention Center
Lexington, Kentucky

July 18-19, 2009
Ohio Fire Chief's Association
Annual Conference
Kalahari Resort
Sandusky, Ohio

September 16 & 17, 2009
Kentucky Sheriffs' Association
Holiday Inn
Bowling Green, Kentucky

November 9 & 10, 2009
Ohio School Boards Association
Conference
Convention Center
Columbus, Ohio

Sound COMMUNICATIONS

Digital Recording Solutions for
Voice, Video & Data

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Sound Communications is excited to announce our selection as Verint's Business Partner of the Year for 2008. The award was presented at Verint's Audiolog Partner Conference last fall. 2008 marks the second full year since Verint's acquisition of Mercom Systems—and the second year in a row that Sound Communications has earned this prestigious award. Prior to the acquisition, Sound has also received multiple Reseller of the Year awards from Mercom.

"Business Partner of the Year is presented to the Audiolog partner who has excelled in sales, service, and customer satisfaction," says Garry Stephenson, president of Sound Communications. "We have always emphasized service, believing that if you treat people fairly and honestly, the sales will follow. This award is a great confirmation of that belief."

Verint Systems continues to demonstrate its commitment to Audiolog customers and business partners by enhancing the Audiolog platform. Audiolog software is currently in version 4.0, and service pack 3 was released for general availability in March, 2009. In addition, several exciting enhancements have been announced for the platform, including Content Producer, Application Event Trigger, and Speech Essentials. For more information on what's new with Audiolog, contact your Verint Business Partner of 2008: Sound Communications!

Sound Communications presented... Oscar Alban: Optimizing Your Recording Investment

On February 26, 2009, nearly 100 contact center and public safety professionals gathered at the Pinnacle Golf Club in Grove City, Ohio, to hear noted contact center expert Oscar Alban's presentation, "Optimizing Your Recording Investment." Mr. Alban is a global market consultant with Verint Systems, and has more than 20 years of real-world contact center experience.

In his presentation, Mr. Alban noted that contact and public safety centers today face numerous challenges. Public safety centers, for example, need to reduce liability by identifying and correcting problem behaviors before they come under public scrutiny. They also must be able to respond quickly to investigative requests, and uncover call handling and workflow problems that can slow response.

Enjoying Breakfast

Delores McNamara, John Downard and Scott Holler (Licking County 9-1-1)

Chris Lawson (Duke Energy) & Kristi Perozzi (SCI)

Contact centers in the private sector must be able to determine why customers are calling in order to uncover trends and customer needs. They must identify ways to improve service and thereby customer loyalty and retention. First contact resolution is also an important benchmark for improving customer satisfaction as well as reducing operating costs.

Both public safety and contact centers share at least one challenge: resource optimization, or the continuing need to accomplish more with the resources and people they already have. After identifying the challenges, Mr. Alban went on to address using contact recording as a basis for meeting these challenges. He asked listeners to look at things from a different perspective— to begin viewing call recordings as an important source of information that can benefit the overall organization.

Oscar's Presentation

Captain Robert Buty (Bexley PD) &
Chief Joe Wise (Grove City PD)

Oscar Alban (Verint), Toni VanHorn (SCI)
& Garry Stephenson (SCI)

Yvette Nguyen &
Chief Mark Chaney
(New Albany PD)

Robert Zink &
Michael Fortney (Maumee PD)
enjoying lunch with
Randy Graham and
Jason McMichael (UPS)

Jeremy Tolson & Randy Miller
(Southeast Regional Jail)
grabbing a bite to eat

Phillip Douglas & Cindy Ramsey
(Huntington National Bank)

Todd Perdue & Eugene Danner
(Medical Benefits Mutual)
& Roger Huston (SCI)

Exhibit Time

Jim Sevens (USEC), Steve Skeens (USEC)
& Adam Parker (SCI)

Mr. Alban also shared some of the other tools Verint offers that can be used in conjunction with call recording to meet organizational challenges. These include workforce management, quality assurance, e-learning and coaching, reporting, and voice of the customer/citizen surveys.

Following Mr. Alban's presentation, attendees enjoyed a networking luncheon during which ideas were shared on a peer-to-peer basis. Sound Communications also provided one-on-one consultations and demonstrations of many of the products Mr. Alban discussed, as well as some of our other product lines.

Overall, this early spring seminar was deemed a great success by all who attended. Stay tuned for additional educational events that are currently in the planning stages. Note: if you would like a copy of Mr. Alban's presentation slides, please contact our Sales & Marketing Coordinator, Jacque Ramsey, at 800-556-8556, x732.

Spring Forward, Fall Back

Have you ever noticed that time on your Audiolog recordings is incorrect? Whether the time is off by an hour (e.g. due to daylight savings time) or just by a few minutes, the situation is easy to correct.

Because the Audiolog is a Windows-based server, it timestamps calls based on the time it gets from Windows. An Audiolog administrator (or other authorized user) can adjust that time by logging into Audiolog, and then choosing "Explore" from one of the module menus. This will allow access to the Windows desktop and the Start menu.

From the Windows Start menu, simply select Date and Time from the Control Panel menu, and adjust the time accordingly. If you'd like a copy of our user instruction sheet on adjusting Audiolog time, please contact our Technical Services Coordinator, Lisa Jordan, at 800-556-8556, x705.

CASE STUDY...
TOSOH

Tosoh America, Inc. is the regional headquarters for a multinational corporation based in Japan. A global supplier of inorganic chemicals, petrochemicals and specialty materials, Tosoh is made up of some 140 companies, employs a workforce of over 11,000 people and generates net sales of approximately US$8.3 billion. We are proud to count Tosoh America as a customer of Sound Communications.

Following the recent purchase of an SCI-DVR video surveillance system, Tom Ashbrook, head of security at the Tosoh America headquarters, generously agreed to share the experience. He says the initial decision to purchase a system was born out of a desire to ensure the employee safety. With an increase in crimes occurring in their parking lot, he hoped the video system would help deter such activity. Tom contacted several vendors but Sound Communications' competitive pricing and commitment to service were the deciding factors.

When asked what he likes the most about the SCI-DVR system, Tom quickly referred to the remote capability. Able to access the system remotely from any computer (even at home), he can research or monitor whenever he wants. He also appreciated the time and effort our technicians put into ensuring cameras were placed correctly in order to view and record the entire parking area.

Since installing the SCI-DVR surveillance system, not only has crime lessened, but the cameras were able to assist with other incidents that could have caused damage or injury (like a recent mulch bed fire). It's not uncommon for employees to have misgivings when a surveillance system is installed, but in this case, Tom says, "Everyone likes it."

To those considering a video surveillance system, Tom offers these three keys: Do your research, know what questions to ask, and be an informed consumer. We appreciate the trust and confidence showed by Tom and Tosoh America in selecting us to provide their SCI-DVR system, and would be happy to share our expertise with you.

NEW PRODUCT...Video Conferencing

Communication and collaboration are critical needs for all organizations today, yet rising costs and shrinking budgets can make it challenging to bring people together. At Sound Communications, we're always looking for new products and services that can meet our customers' needs. That's why we're pleased to announce that we now design and install the PCS-G50 videoconferencing system.

Built on world-famous Sony technology, the PCS-G50 videoconferencing system combines advanced audio and video to provide a visual communication tool for all organizations, large or small, at a very affordable price. Key features include:

- High-quality video over both ISDN and IP networks

- Memory stick media support to provide conference content and/or record videoconferencing sessions

- QoS (Quality of Service) enhancement functions to ensure conference quality despite changes in network performance

- Support for AES 128-bit encryption to allow secure videoconferencing

The PCS-G50 system is ideal for video arraignments, board meetings, sales and training meetings, and more. The system can be designed to support multi-point videoconferencing at up to 10 sites. As shown here, the PCS-G50 has a modern, stylish appearance that will fit in any conference room. Best of all, the system is surprisingly affordable.

If you're looking for tools that can help you operate more efficiently while keeping costs down, consider videoconferencing. We'll be happy to analyze your unique requirements and help you design a PCS-G50 system to meet them.

Sony IPELA products embrace the concepts of Reality, Usability, and Intelligence, enabling real audiovisual communication over IP networks.

Don't Forget: If your Audiolog Digital Recording Server archives to DVD-RAM, we recommend using only Panasonic brand cartridges. Panasonic 9.4GB DVD-RAM cartridges can be ordered from Sound Communications for just $10 each, plus shipping. For more information, please contact Brenda at 800-556-8556, x706.

NEW FACES...

Adam Parker

Adam Parker brings a diverse background in sales to his work as an SCI Account Manager. A former Communications Major at Ohio University, Adam and his family currently reside in Dublin. Adam, his wife Alisa, and twins Ava and Andersen are proudly serving as the 2009 Ambassador Family for the Central Ohio Chapter of the March of Dimes. If you'd like to learn how you can help, please give Adam a call.

Tom Elliott

Since joining SCI last summer, Tom Elliott has settled in as a System Specialist in our Security Division, focusing on the SCI-Mobile line. A 20+ year Air Force Veteran, and former installer of 9-1-1 systems, Tom is also Audiolog- and Firetide-certified. Born and raised in southern Ohio, Tom currently resides in Licking County, just outside of Reynoldsburg.

Julie Shuttleworth

Julie Shuttleworth joined SCI in October as a Business Development & Training Coordinator. She is a graduate of Ohio University, where she majored in Theatre Arts and Drama, and has spent more than 15 years in customer support and training. Julie and her husband Steve lived for several years in Alaska but now reside in Clintonville with their son, daughter, dog, three cats and, as Julie says, "a powerful vacuum."

...NEW PLACES
Sound Communications Expanding

It seems like only yesterday that SCI moved into our current headquarters in the Jackson Building. Yet due to the continued trust and loyalty of our customers, and the outstanding product lines we're privileged to represent, the time has come for us to grow once again.

Sound Communications is pleased to announce that during 2009, we will relocate to a new facility less than a quarter mile from our current site. Our new home has a rich and varied history in Grove City, having housed everything from a factory to a private shooting range. Currently known as the Bimco Building, the site will be rechristened as we convert it to our new home.

"When we moved into our current building, it seemed huge!" recalls Vice President Toni VanHorn. "We thought there was no way we'd ever use that much space. Now, here we are, literally bursting at the seams."

SCI's new facility boasts almost three times the square footage of the current building. In addition to more than doubling the technical lab and work areas, SCI's new headquarters will also feature an enlarged conference space and a state-of-the-art training classroom.

Work on the new SCI corporate headquarters is currently in the design stage, with construction currently scheduled to begin in April or May. Watch for upcoming newsletters to see updates on our progress!

SPEECH ESSENTIALS

How can you reduce costs while maintaining (or even increasing) customer satisfaction?

How can you navigate today's economic climate and proactively react to changes in customer behavior?

Given that budgets are under pressure, how can you do more with fewer resources?

The answer to all these questions can be found in the Impact360 Speech Analytics Essentials package from Verint Systems.

According to Frost & Sullivan, "Verint has been the front runner in bringing sophisticated speech analytics technologies into contact centers." Saddletree Research "…views the Verint approach to speech analytics as the most comprehensive and efficient offering on the market today" and says, "Verint sets the competitive bar." The Essentials package now brings these tools within reach of virtually any contact center.

Name of KPI	Actual	Goal	Score	Peer	Emp % met	Assessments	Notes	Drill Through
▽ ☺ CEO's Top KPIs								
First Contact Resolution	83%	85%	☹↓	94%	60.61%	No Rating	✉	
Overall Quality Score	92.0	65.0	☺↑	99%	3.03%	No Rating	✉	
Revenue Per Call	$57.86	$50.00	☺↑	99%	3.03%	No Rating	✉	
▽ ☺ Improve Agent Productivity								
% Hold Time	4%	10%	☺↓	100%	3.03%	No Rating	✉	
% Idle Time of Staffed Customer Time	4%	8%	☺↓	100%	3.03%	No Rating	✉	
% Wrap-up time (including Hold Time)	4%	20%	☺↓	100%	100.00%	No Rating	✉	
Employee AHT	174	180	☺↓	100%	72.73%	No Rating	✉	
▽ Improve Customer Experience								
Repeat Call Drivers	18%	15%	☹↑	11%	87.62%	No Rating	✉	
Customer Compliments	26%	25%	☺↑	93%	28.21%	No Rating	✉	
Customer Requested Escalations	4%	5%	☺↑	54%	37.83%	No Rating	✉	
Retention drivers	12%	8%	☹↑	57%	53.07%	No Rating	✉	
Self Service Drivers	23%	25%	☹↓	34%	61.9%	No Rating	✉	

As an example, look at how Speech Analytics Essentials addresses the first question posed above. Through the use of analytics-drive scorecards, you can:

- Balance cost drivers with customer satisfaction drivers
- Combined scorecard of cost drivers such as AHT and first contact resolution with satisfaction drivers such as complaint and compliment calls
- Make peer-based KPI comparisons for each agent based on actual content of interactions
- Obtain proactive alerts based on defined thresholds

The ROI of speech analytics can be fast and impressive. One leading home mortgage company reduced call volume due to tax and insurance issues, a savings of $150,000 annually. What's more, they also reduced back office work by uncovering and eliminating inefficient processes, for an additional savings of $87,000.

To learn more about how Speech Analytics Essentials can help you meet the challenges posed at the beginning of this article, and to explore the ROI for your organization, just give us a call.

NEW FACES…

Cameron Stewart

Cameron Stewart is the newest member of our voice recording technical staff, having joined SCI as a System Specialist in late 2008. Cameron holds a degree in Network Systems Administration from DeVry University, and is Audiolog-certified. He lives in New Albany, Ohio, where he also coaches high school wrestling.

Jacque Ramsey

Jacque Ramsey, our new Sales & Marketing Coordinator, holds a degree in Graphic Design from The Ohio State University. Originally from Florida, Jacque now lives in Hilliard, Ohio, with her husband Matt and children Avery and Amber. Jacque joined SCI in October 2008, and deserves full credit for the new design of our newsletter.

Jocie Elgin

Jocie Elgin, Technical Support Manager, is the newest addition to the SCI family. Jocie has many years of business experience, including two stints as a business owner. She most recently managed the IT help desk for a large metropolitan newspaper. Jocie and her husband Ted have one daughter, Lacie. The family resides in Galloway, Ohio.

NEED A REFRESHER?

Would you like to get more value from your existing digital recording system? Consider advanced or refresher training for your administrators and end users.

If your system has been in place for a while, personnel changes may have left you without a fully trained administrator on staff. Administrative training can help your new administrator be more efficient in working with your system, saving time, money and frustration. Even an experienced administrator can benefit from a refresher on tips, tricks, and seldom-used features.

Our Professional Services division offers the following training programs:

- Audiolog Administrator
- AIQ Administrator
- AIQ Evaluator
- Audiolog User Training (customized for the playback and client applications used at your facility)
- VIQ Administrator
- VIQ User
- SCI-DVR

These programs can be provided at your site, in our training facility, or via web delivery. Professional Services specialists can also work with you to develop new tools and techniques for using your system. For example, did you know that AIQ can be used to document and report on customer follow-up calls? To learn more, contact Julie Shuttleworth, Business Development & Training Coordinator, at 800-556-8556, x731.

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A Vietnam-Era Veteran-Owned Small Business

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