

# Geckotech –

## SmartRecord® Call Recording & ACD Reporting

CTI Group provides a feature rich  
bundle for Contact Centers



### Summary

In response to demand from their customers for a call center solution, Geckotech set out to develop a solution of their own. However, they soon found that it was not as feature rich or intuitive as CTI Group's call recording and ACD reporting solutions: SmartRecord® and emPulse. Bundled together, they were the answer to their customer's needs for a robust call center solution.

*"CTI Group's applications offer users a highly intuitive call center solution. Their call recording and ACD applications are not only feature rich, but as a bundled solution, offer our customers a total package for call centers,"*

*said Josh Robbins, Managing Partner of Geckotech.*

### The Customer

Since 2003, Geckotech has been delivering a flexible and feature-rich Cisco hosted VoIP service for businesses nationwide over a private MPLS (Multi-Protocol Label Switching) network; designed to solve the complete communication needs of business clients. Geckotech's service allows companies to avoid capitalizing the high cost of purchasing a phone system, only to watch the technology become obsolete. Geckotech provides clients with voice and data service, phones, hardware, network management and maintenance, on-going end user support, and technology upgrades.

### The Requirements

A large segment of Geckotech's customers are call centers for non-profits, professional services, and healthcare verticals. They made requests to Geckotech for a call center solution that included both call recording and ACD reporting. While regulatory standards are important and required by their customers, what really stood out about CTI Group's solution was the ability to continuously record multiple extensions, monitor and whisper into live calls, and to deliver extensive real-time ACD reporting. Geckotech's customer's also required the ability to not only monitor, but measure their employees' work and phone usage.



[www.ctigroup.com](http://www.ctigroup.com)

## The Solution

Geckotech's first instinct was to develop a call center solution in house that they could offer their customers. However, Geckotech soon found that their in house solution lacked the extensive functionality that is offered by CTI Group's solution. By bundling CTI Group's call recording product, SmartRecord®, with their ACD reporting product, emPulse, Geckotech is now offers their customers a call center solution that meets their needs. Geckotech launched the solution externally mid year in 2009 and now 20% of their customers are using the call center solution to monitor and measure their employee's work and usage. The partnership adds value to Geckotech's core offering by allowing the company to provide a complete call center solution, while at the same time focusing on providing customers with Geckotech's core service; superior, individualized support, the highest level of network uptime and reliable hosted VoIP service.

*"Not only were we able to give our customers exactly what they wanted by bundling CTI Group's call recording and ACD reporting products, but the ease of doing so can only be directly attributed to CTI Group's support throughout the process and quality products."*  
*said Josh Robbins, Managing Partner of Geckotech.*

## The Benefits

It was not hard for Geckotech to realize that CTI Group's products offered a complete call center solution. It was very important to Geckotech customers with call centers to have a keen awareness of their business by being able to record and report on all calls from the call center. By bundling CTI Group's call recording product, SmartRecord, with their ACD reporting product, emPulse, customers benefit from the following:

- **Monitor** – customers are able to monitor their employees' phone calls and usage via recording and call center reports, creating training opportunities.
- **Record** – customers can choose to record specific extensions all the time or during certain operating hours, days, etc.
- **Report** – schedule reports to run at night so that you don't tie up precious network resources, apply filters so that you see only the information necessary to do your job, or create custom reports that are more meaningful to a particular task.
- **Manage** – customers can manage their employees and their business from the recordings and reports that are captured and stored in the call center solution.

Our customers report that their businesses have benefited from the use of the call center solution. More specifically, they find the offering to be intuitive and easy to use. They like the pre-packaged reports and having the ability to apply filters to them or to create their own reports when necessary. The most well received features by far have been the ability to Whisper and Barge.