



How **web-based, hosted call recording** **helped** a business purchasing solutions company **double revenue** on **EVERY LINE** with recording services.

“SaveltNow!’s customers love CTI Group’s call recording solution. The user interface is sharp and easy to use. The flexibility of recording what they want, when they want, is fabulous. When we add recording to a line, the revenue doubles immediately!” -

Ken Clements Executive Director of
Telecommunications Dodson
Group/BPS/SaveltNow!

Facts at a Glance:

The Situation:

- Local business purchasing solutions provider received a request from a customer for call recording.
- Local broadcasting station requested call recording to monitor an outsourced call center.

Requirements

- Little to no upfront capital investment
- Immediate provisioning
- Monitor calls in one location and manage it in another
- Competitive pricing

Solution

CTI Group’s SmartRecord Online

- Functionality includes
 - Geographically redundant
 - Infinite scalability
 - User-friendly interface
 - White-labeled marketing support
 - 3 day implementation
 - Pay-per-use billing

Benefits

- Doubled revenue per line
- Clear market differentiator
- Monitor calls for quality and training purposes
- Monitor from anywhere the internet is available
- Easy administration
- No long term contracts or commitments
- Easily moved to perpetual licensed call recording with tight switch integration

How web-based, hosted call recording helped a business purchasing solutions company double revenue on every line with recording services.

Monitor, Measure, Manage.

The Situation:

When a hosted VoIP service provider needed a call recording solution to accompany their VoIP offerings, they turned to CTI Group. Due to the urgency of their call recording needs, they needed immediate implementation.

The Company:

With nearly 20 years of experience in providing business purchasing solutions, SaveltNow! provides great prices, incredible selection and top-rated customer service to companies trying to control their bottom line. After a thorough assessment, SaveltNow! provides suggested areas for cost improvements, such as better pricing on purchased goods, improved checks and balances for cost control, and overall continuous improvement measures that can ensure that your business is running as smoothly, efficiently, and cost-effectively as possible.

The Brief:

SaveltNow! decided to add VoIP telephone service as one of their product offerings. In so doing, they knew that they would also need to offer call recording as a feature. SaveltNow! provides switchless VoIP telephone service and found the hosted business model was the best fit for their existing data and telephone services. SaveltNow! received a request for call recording from one of their customers and knew it was time to act.

A local broadcasting station requested call recording to monitor an outgoing call campaign fundraiser initiative for the station. The local broadcasting station mainly wanted to monitor for quality and training purposes. They do not record much, but monitor often. For this operation the facility and equipment are owned by the station but the call center employees are trained and managed by an outsourced call center company.

The Solution:

In looking for a call recording solution, SaveltNow! turned to CTI Group. They had spoken with CTI Group previously about their traditional SmartRecord IP, but were unable to commit to the perpetual license. Now that they had a customer that required call recording, they called back. Fortunately, CTI Group had just incorporated a hosted call recording solution into their portfolio and were able to fit SaveltNow!'s immediate needs with SmartRecord Online.

SmartRecord Online is sold as Software as a Service (SaaS). Call recording is provisioned on a pay-per-use basis and requires no

upfront investment or long term contracts. The service provider can then build their client base on the hosted platform and transition to the SmartRecord IP perpetual license once that client base supports it. Since SmartRecord IP's perpetual licenses are integrated with BroadSoft, Sylanro, Genband, Natural Convergence and Asterisk, this solution will tightly correspond with the existing switches already being used by the service provider.

The Benefits:

SmartRecord Online was immediately provisioned and SaveltNow! was able to quickly fit their customers' needs. SaveltNow! and the local broadcasting station were both pleased with the branding and hierarchy capabilities of SmartRecord Online. They were equally happy with the user-friendly functionality of the system.

Since the install at the local broadcasting station, SaveltNow! has installed SmartRecord Online at their own location for the internal use in client support, an inbound call center on premise. They have since received requests from both the accounting and sales departments to use recording in their departments for quality and training purposes.

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Last month, SaveltNow! began marketing their new call recording offering with white labeled materials provided by CTI Group as well as with their own marketing campaigns. Since these campaigns have started, SaveltNow! has seen great interest in their new call recording offering and is quoting this service to several new potential customers, including universities and law firms.

By choosing SmartRecord Online, SaveltNow! has not only added a feature that supports their customers' needs, but also added a revenue growth opportunity. With every line that they sell call recording, their revenue on that line doubles. With three day implementation, SmartRecord Online is the ideal solution for a customer looking to increase revenue quickly.



For more information about SmartRecord Online, please visit www.mysmartrecord.com.

For more information about SaveltNow! please visit www.saveitnow.com.

For more information about CTI Group, please visit www.ctigroup.com.