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Want to Streamline Your Business and Provide a Better Customer Experience? **Using the Right Communications Technology Will Help You Do Just That**

All Phase Communications Explains the Value of Call Recording and Why Businesses Should Care

SEATTLE, WA - August 31, 2010 - When a business owner is looking to set up the phones within his company, he can't help but be overwhelmed with complex terms like VoIP, SIP, Hosted VoIP, PBX Systems, Managed Services, and Unified Communications. In today's world, a business owner is expected to understand the relevance and significance of every single feature that their Unified Communications provider offers. However, many business owners don't receive the proper explanation as to how that feature can be applied to benefit their organization. Some of the usages of the Call Recording feature make it one of the top features a business owner should take into consideration when examining their communications needs.

The most obvious application of Call Recording is in situations that deal with liability. Professionals who deal with the dissemination of sensitive information should be using Call Recording at all times, as it is the easiest way to ensure compliance to procedures and reduce the risk of litigation. Call Recording is indispensable to both the Medical and Legal fields and it would be reckless for an organization to continue to run itself without implementing this technology.

One of the other usages of Call Recording, which is often overlooked, is as a training tool for a sales team.

When a salesperson is given the opportunity to record his or her calls, they can review their recordings to improve their skills and understand how they really sound when they're communicating with prospects. This easy to use tool helps managers coach salespeople in a constructive manner and improve the overall health of the company. Customer service representatives are also well suited to take advantage of this type of function when working with customers. When a conversation takes a turn and needs to be recorded, contemporary Call Recording technology provides users with a way to record a conversation even after a call has been initiated. Users can then add their own comments and send that recording as an attachment in an email. This simple, but necessary technology, is allowing professionals to collaborate, create accountability and improve their businesses like never before.

From my experiences, most companies would be *shocked* by what their employees are saying, how they're saying it, and what message they're communicating to the outside world. I couldn't imagine running a sales force without giving our salespeople the ability to listen to their own recordings. This tool is as valuable as it is practical, and it has provided our organization with a much-needed competitive advantage *even in today's markets*.

As the world continues to flatten, more companies are entering existing markets, while even more competitors are extending their reach into new markets. The added pressure of the

financial crisis is pushing businesses harder than ever to find new ways to differentiate themselves. In order to stay competitive, businesses need to leverage technologies in order to create competitive advantages for themselves. Call Recording is one the simplest and most cost-effective ways to accomplish this, so it's only a matter of time before this becomes an industry standard. In sum, if you haven't started using Call Recording yet... you will.

ABOUT ALL PHASE COMMUNICATIONS

Founded in 1986, All Phase Communications is a customer-service oriented telecommunications company with more than 20 years experience in the industry. All Phase is a preferred installation provider with leading VoIP (Voice over Internet Protocol) technology partners including ShoreTel and Toshiba. As the name suggests, All Phase handles all phases of VoIP installation including network assessment, system design, project management, system implementation, system deployment and training, and system maintenance. Based in Shoreline, Washington, small, medium and large companies including Cutter & Buck, Pike Place Market, Venture Bank, Keller Rorback, Southlake Clinic and Gene Juarez have relied on All Phase for their VoIP expertise to gain a competitive advantage in the marketplace by reducing operating costs, streamlining customer service, and improving productivity.