

4 KEY reasons why you need call recording

1. Learn how to better your product:

By listening to previous interactions on phone calls, anyone could learn how to improve a product, but it makes the most sense for anyone in marketing or product development. These recordings again provide real life, factual interactions and highlight the real problems customers are facing.

2. Dispute Resolution:

This is where call recording comes in again to save the day. If you've got all of your interactions recorded you've got all the details recorded. Disputes are found in all business industries; every business comes across them at some point. Call recording is your most powerful card in the deck so to speak... It answers all questions and ends the game instantly between business and consumer.

3. Capture anything you missed:

Even if you're using modern CRM technology that allows your call reps to record detailed information, some situations may require sales reps to go back and re-listen to anything they might have missed. Human error is a real issue, so even if they're taking notes, they can still mistype or miswrite something. Record phone calls to make sure that any error can be resolved.

4. Training, learning & development:

We've all heard that voice at the other end of the receiver: *please note that this call will be recorded for training and coaching purposes*. As annoying as it is to hear on every business phone call, it means a great deal for each business. Conducting training, development and learning sessions in environments where employees spend a great deal of time with over-the-phone interactions, call recording is a perfect tool. During your training sessions you can go through your recordings, pinpoint what's working, and what needs to be improved upon. One of the best things about call recording is that once the call has hung up the recording is ready to listen to, it reacts in real time.