



MARKET SNAPSHOT:

David Dadds, Managing Director at VanillaIP, says that the Cloud has made call recording solutions much more accessible for customers by removing significant CPE hardware investment costs and instead make call recording just another Opex service option.

"In addition, customers get an ever evolving suite of options with playback audit locks, security access levels, pause and resume, among others. For the channel this adds up to a key value add and lock-in strategy for their customers.

At VanillaIP we have recently released a number of security

enhancements to control who can access the call recordings and to capture an audit trail. Not only do you have to have the correct permissions to access recordings, but we have 4 security levels, where a user can only access recordings at their own or a lower level setting.

In simple terms this means the call centre supervisor can playback agents calls but not those of the MD. The optional audit trail will show who has listened to what recordings and when. All recordings can be exported to the customer to store locally. We can also display recordings for every leg of the call, so we can follow an inbound call as it is transferred around the customer business and drill into the recordings at each point."



Dadds points out that the increased prevalence of home worker agents and the move toward mobile working are two factors that accelerate the move to the Cloud.

"Using our mobile apps tunnels inbound and outbound calls through our BroadSoft meaning all business calls from the mobile are also recorded."