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East Homes needed a call recording solution to use for staff training and assessment in its customer contact centre. The process of choosing a provider had to be done by tender, says Anne Thomas, Customer Contact Manager for East Homes.

“We tendered to various companies and invited them in to do a demonstration to staff and then invited a wider audience to see a presentation. Veritape offered a very straightforward solution and good value for money.” This impression was confirmed by a visit to another company that was using the system, to get an idea of how it worked *in situ*.

One of the things which impressed Ms Thomas about Veritape’s solution was that it could run entirely on the PCs in the customer contact centre.

“Most of the other solutions weren’t PC-based, but were to be attached to our server – and they were more expensive.”

The main purpose of call recording is for quality checks on the advisers during their telephone calls, explains Ms Thomas. “We use various criteria, from whether they use the appropriate opening to the call, to the closing question ‘Is there anything else I can help you with?’”

East Homes plans to extend its use of Veritape, following the integration of another unit. In addition, says Ms Thomas, the system has started to prove its worth in the area of complaints investigation.

“We’ve now begun using the Veritape system more and more for the purpose of investigating complaints.”

Increasingly, the recordings are also proving valuable in verifying what has occurred during conversations with customers.

She concludes: “I have to say that Veritape CallCentre is really very good.” East Homes recently came full circle by playing host for Veritape to a potential buyer, who came to their offices to view the system in action.

Quick Facts

- > Registered Social Landlord, based in Stratford, East London
- > 25-seat call centre
- > Veritape system used for staff training and assessment
- > Call recording forms part of complaint investigations
- > Team managers carry out a monthly assessment on each team member
- > Recent recordings can be kept on the live system to be accessible for reviews of the previous month

“Recently, one of my team had to do an investigation and we were able to send the calls on to interested parties. We found this quite straightforward to do – we just e-mailed the calls.”

Anne Thomas
Customer Contact Manager
East Homes