

“What we like about Veritape CallCentre is its flexibility.”

Veritape has again proved its worth in the public sector by providing a call recording solution to an organisation that serves the entire Southwest of England, and incorporates 15 local authority areas.

South West of England Regional Coordination of Trading Standards Ltd (SWERCOTS) handles first level consumer advice calls on behalf of the government’s Trading Standards department. To comply with a DTI requirement that all inbound calls should be recorded, SWERCOTS needed to find a system that would suit its call centre based in Camborne, Cornwall.

Following a procurement process during which quotations from several suppliers were considered, SWERCOTS chose Veritape for the job. The company stood out above competitors at the Call Centre Expo at Birmingham’s NEC, says Lee Peerless, IT manager for SWERCOTS.

“We were very impressed with their demonstration, and compared to the alternative products out there, the Veritape call recording product offered very good value for money.”

Installation of the system was simple and painless. “We had the Veritape engineer on site and all the work was completed within a day and a half and it all went very smoothly.”

Veritape’s call recording system had to be able to function efficiently within the complex network of communities served by SWERCOTS Ltd.

“What we like about Veritape CallCentre is its flexibility,” notes Lee. This flexibility can be seen in the fact that Veritape’s solution not only meets the legal requirement of keeping records of conversations, but has also proved invaluable for staff development.

Having put Veritape’s call recording software through its paces in many different situations, Lee is convinced that SWERCOTS Ltd made the right choice. “We chose Veritape because we felt that they were the best company on the market and, over time, that decision has been proved right.”

Quick Facts

- > SWERCOTS handles consumer advice calls on behalf of the DTI
- > It represents 15 local authority areas
- > Veritape CallCentre is used for training and monitoring of staff quality

“We use Veritape CallCentre extensively for quality monitoring and training. We can grade the calls according to set criteria, to see how well the adviser is doing. If we identify a training need, we use Veritape CallCentre to address it, so it’s a dual purpose tool.”

Lee Peerless
IT Manager
SWERCOTS Ltd