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Swindon Services is a busy local government department, handling over a third of all the calls received by Swindon Borough Council. When tenancy laws changed in 2003, giving additional rights to tenants and obligations to landlords, it was clear that the council needed to keep records of all calls.

A call recording system would enable Swindon Services to prove exactly when customers called and what was discussed. There was also a need for call recording to feed into the training of agents, and to produce management information on the types of calls that were being received

The council had previously entered into an agreement with a local company, which promised a speedy solution to their needs. However, the deadline for installation came and went without any progress on the complicated 30-channel voice recording solution Swindon Services had been promised, at a projected cost of around £20,000. Then Swindon Services found Veritape.

"We discovered Veritape at a trade show. We loved the setup and the scalability of their solution. We didn't need many channels, as we only had nine people in our contact centre. Veritape CallCentre was scalable seat by seat, which was the main thing that sold us on it."

Wayne Smith, Call Centre Manager, Swindon Services

Another strong point in Veritape's favour was that the system was software based, says Wayne. This meant that there would be no need for the complex and costly changes to existing telecoms and network systems that other solutions required. Veritape CallCentre, which saves Swindon Services' recorded calls to a local server, seemed almost too good to be true.

The cost for the Veritape CallCentre recording system was a figure which the council could comfortably manage - a fraction of other quotes.

"Justifying the costs of setting up voice recording in local government is always difficult. When we saw Veritape, we wondered why we ever considered any other system."

Once Swindon Services had commissioned Veritape to supply the recording solution, setup was quick and painless, says Wayne. Following installation, Swindon Services tailored its call recording system to meet the specific needs of its staff and customers. Ongoing service and updates are covered within the pricing model.

Quick Facts

- > Major landlord – several thousand properties in Swindon area
- > Vulnerable to insurance companies testing local authorities' speed of response
- > Compensation claimed by tenants if the council didn't respond in a timely manner
- > Call recording used to prove when tenants called and what they said
- > Additional training and management information benefits

"The service has been fantastic. We have a technical advisor who is in touch with her opposite number at Veritape. If we ever have any queries, we just have to ring Veritape and they can sort things out remotely."

Wayne Smith
Call Centre Manager
Swindon Services