



Veritape Call Tagging: our call labelling and call search module

Summary

Veritape's Call Tagging lets users label or tag calls with relevant information and search for and retrieve them quickly and easily. Labelling information in this way allows users to categorise calls effectively and sift easily through large volumes of data. This can save them time and money.

What are the benefits for my business?

Veritape Call Tagging can give powerful insight into your call traffic and performance – an excellent way to mine business intelligence from your recorded calls.

Veritape Call Tagging will allow you to:

- > Categorise calls by type or outcome making searches easy
- > Save money by dramatically reducing the time to find individual recorded calls
- > Understand customer preferences and changing market needs
- > Improve business processes by using the call tags as searchable data fields for other applications, or by attaching calls as documents in case management or CRM systems
- > Analyse trends in agent behaviour
- > Determine staff training requirements

How does Veritape Call Tagging work?

Veritape Call Tagging can be implemented in these ways:

Manual tagging: an agent enters data manually on screen, during the course of a call.

Fields can be pre defined (e.g. enquiry type or call type) or free-form (e.g. notes), to suit your requirements.

Auto tagging: this process allows other software applications to pass information to Veritape. This works best when users want to label each call automatically with data straight from the application which agents already use (e.g. a mortgage reference number or a customer ID). Auto tagging ensures that customers need not rely on agents completing on-screen information during a call – the process is completely invisible to them.

(Manual tagging and auto tagging can be used simultaneously.)

What is involved in setting up Veritape Call Tagging for our business?

Veritape Call Tagging can be configured to work with any application or website. There are 2 ways auto tagging can be configured - either by your IT team, or by Veritape's IT team.

You'll need some additional simple coding/scripting by your IT team or software supplier, if they are to configure auto-tagging to work with your existing applications or websites. Of course, our IT staff can assist in this process.

If you don't have the ability in-house to script or change your applications to automatically tag calls, then Veritape's IT team can configure them for you.

Veritape Call Tagging can add significant benefit to your business. For further information, visit www.veritape.com or call **0845 899 5500**.