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## **Want to Streamline Your Business and Provide a Better Customer Experience?** **Using the Right Communications Technology Will Help You Do Just That**

*CTS Explains the Value of Call Recording and Why Businesses Should Care*

SOUTHERN ILLINOIS AND ST. LOUIS - July 30, 2010 - When a business owner is looking to set up the phones within his company, he can't help but be overwhelmed with complex terms like VoIP, SIP, Hosted VoIP, PBX Systems, Managed Services, and Unified Communications. In today's world, a business owner is expected to understand the relevance and significance of every single feature that their Unified Communications provider offers. However, many business owners don't receive the proper explanation as to how that feature can be applied to benefit their organization. Some of the usages of the Call Recording feature make it one of the top features a business owner should take into consideration when examining their communications needs.

The most obvious application of Call Recording is in situations that deal with liability. Professionals who deal with the dissemination of sensitive information should be using Call Recording at all

times, as it is the easiest way to ensure compliance to procedures and reduce the risk of litigation. Call Recording is indispensable to both the Medical and Legal fields and it would be reckless for an organization to continue to run itself without implementing this technology.

One of the other usages of Call Recording, which is often overlooked, is as a training tool for a sales team. When a salesperson is given the opportunity to record his or her calls, they can review their recordings to improve their skills and understand how they *really* sound when they're communicating with prospects. This easy to use tool helps managers coach salespeople in a constructive manner and improve the overall health of the company. Customer service representatives are also well suited to take advantage of this type of function when working with customers. When a conversation takes a turn and needs to be recorded, contemporary Call Recording technology provides users with a way to record a conversation even after a call has been initiated. Users can then add their own comments and send

that recording as an attachment in an email. This simple, but necessary technology, is allowing professionals to collaborate, create accountability and improve their businesses like never before.

From my experiences, most companies would be *shocked* by what their employees are saying, how they're saying it, and what message they're communicating to the outside world. I couldn't imagine running a sales force without giving our salespeople the ability to listen to their own recordings. This tool is as valuable as it is practical, and it has provided our organization with a much-needed competitive advantage *even in today's markets*.

Several years ago call recording was extremely expensive for businesses, which in many cases prevented the mass adoption of this technology. Over the past few years the evolution of technology has driven the cost of Call Recording down significantly. In select, state-of-the-art communications systems, like Zultys, the solution is embedded into the product without incurring any additional cost. As a result, SMB's in

today's marketplace are able to increase employee productivity and reap the rewards.

As the world continues to flatten, more companies are entering existing markets, while even more competitors are extending their reach into new markets. The added pressure of the financial crisis is pushing businesses harder than ever to find new ways to differentiate themselves. In order to stay competitive, businesses need to leverage technologies in order to create competitive advantages for themselves. Call Recording is one the simplest and most cost-effective ways to accomplish this, so it's only a

matter of time before this becomes an industry standard. In sum, if you haven't started using Call Recording yet... you will.

### **ABOUT CTS TECHNOLOGY SOLUTIONS, INC.**

CTS Technology Solutions, Inc. provides exceptional value through managed services that assures a fixed cost for our business partners. Our highly trained and motivated professionals constantly strive to offer proactive Data and Voice services that maximize the profits, productivity and

competitive advantages of those partners.

Founded in 1984, CTS Technology Solutions, Inc. continues to be committed to establishing a dynamic partnership with our clients to ensure that their return on investment is maximized. Extensive technology resources, business consulting services and technical expertise allows our team of professionals to design and implement a wide range of solutions that best fit our partners' technology needs. For more information about CTS Technology Solutions, Inc. please call 1-800-443-3068 or visit [www.ctscomplete.com](http://www.ctscomplete.com).