



*The Verba Recording System is a solid product and I am very impressed with the features – it certainly meets our needs.*

Tammy Holesworth, Customer Services Supervisor

### Solution facts

- 30 agents in Cisco environment
- 300,000 to 400,000 calls recorded a year
- Audio and desktop screen recording

### Background

Benton Public Utility District (BPUD) is a public utility company that purchases, generates and distributes electricity. The company offers bill payment, new meter installation, transfer and termination and inspection services. BPUD provides 40,000 people with power and substations in the county of Benton, Washington in the United States.

### The Problem

BPUD had in place a well-known call recording system, but it was cumbersome and so was not well-utilized. Additionally, it offered no quality metrics or assurance measurement. The company wanted a more user-friendly system for contact center supervisors to effectively review and evaluate more calls. There was also a desire to introduce a quality assurance program within the company.

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Mike Kilgore, Network  
Specialist

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## The Solution

The company uses a vendor called Phone Pro to provide training to Customer Service Representatives (CSRs). The Phone Pro training courses include specific skills and techniques for CSRs to use when communicating with customers to maintain professionalism and quality during the interaction. For example, Phone Pro teaches an appropriate greeting, the choice of words to use in conversations, and words to avoid and so forth. The training techniques can be very specific for instance, avoid using words can't, don't or won't. BPUD has now established these techniques as the standards for CSRs to follow when interacting with customers. The deployment of the Verba Recording System precipitated the process for a quality assurance programme to be developed.

As a result, DICE (Development, Insight, Coaching and Excellence) was introduced in April 2012. It is a program which takes place every month between a CSR and a supervisor. Two random calls within the last two weeks are listened to together. The CSR and lead/supervisor discuss each call and feedback is provided to the CSR.

## The Benefits

The DICE program has helped staff improve and maintain high customer satisfaction levels. Since the introduction of the Verba Recording System, desktop screen capturing - one of the key features of the solution - has been utilised within the company. It is an essential and effective tool for the training of CSRs. The supervisors can monitor and evaluate CSR performance by recording the content of the Representative's computer desktop screen during the calls. This contact center application also enables supervisors to educate the CSRs regarding the efficient use of their call center software.

Mike Kilgore, Network Specialist for the help desk, phone systems and virtual desktop infrastructure is immensely enthusiastic, "we felt extremely excited with the ability to use screen recording." Hence, the CSRs are performing to their optimum.

The Verba Recording System records calls which are later evaluated with the CSRs to ensure they are adhering to the PhonePro Standards. Tammy Holesworth, Customer Services Supervisor, who heads up the team of CSRs, feels that voice and desktop screen "recording is a great self-development tool." Tammy believes the Verba Call Recording system has enhanced the training experience within BPUD since "a CSR may say they have struggled with a phone call and they don't know what went wrong. We can sit down and listen to the recorded phone call during a DICE session and feedback how certain elements of the interaction could be improved."

Monitoring calls is not only confined to the DICE sessions. The recording facility is used in many instances: if power has been disconnected and a customer mentions they have had an arrangement to complete the payment on a particular day, the customer agent dealing with the customer may be unaware of this arrangement. The agent can refer this matter back to the Supervisor to review the calls to see if an arrangement has been agreed upon. The Verba Recording System enables the Supervisor to listen to the calls and determine if there was a previous communication error and rectify the situation.

Tammy certainly believes that call recording is essential: "the Verba Recording System is a solid product and I am very impressed with the features - it certainly meets our needs."

*recording is a great  
self-development tool* ”

Tammy Holesworth  
Customer Services Supervisor

## The Result

The Verba Recording System has had a positive impact within BPUD:

1. The introduction of the Verba Recording System has enabled BPUD to create a quality assurance program.
2. The Verba Recording System has helped staff maintain high customer satisfaction levels and enabled better communication with customers. Key features of the Verba Recording System such as desktop screen capturing and on-demand recording, have enabled effective performance management and quality assurance processes between CSRs and customers. More 'hands on' training ensures that agents are dealing far more effectively with enquiries on a daily basis.
3. When CSRs deal with customer enquiries, the performance level targets are seventy percent or greater. The Verba Recording System has indirectly contributed to improving the rate at which these customer enquiries are managed.

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