CUSTOMER SUCCESS STORY

InterMedi@
MARKETING SOLUTIONS

Founded in 1983, **InterMedi@** Marketing Solutions is among the most experienced contact center outsource providers in the world. The company has been at the forefront of the contact center industry for three decades and has handled more than 200 million calls while supporting a number of Fortune 500 companies.

Challenge

Intermedi@ has always considered itself a natural extension of its clients' brands, and as such, the company is fiercely dedicated to service quality and data accuracy.

Several years ago Intermedi@ recognized it needed better technology to support its customers. For call recording, they were using a local file method to record customer calls. There was limited capacity on the drives and the system failed to capture all necessary calls. About 5% of their calls did not record. The system also captured just audio, no agent screen activity. These shortcomings left the company wanting more capabilities to better support its clients' needs, particularly in the areas of quality assurance, compliance and dispute resolution.

"Our customers want to review the audio and video recording of any customer interaction involved in a dispute," said Vance Dailey, Intermedi@ Vice President. "Our existing switch had gone end of life. The ACD reporting option was expensive and was not fully integrated with digital recording, which was itself a very expensive extra cost option. Our experience with the vendor taught us that customization of their software was essentially not possible and yet our clients frequently requested changes. Asterisk® and QueueMetrics provided the features we needed at a cost we could afford. And we had the flexibility to customize the solution."

"Both companies have worked really closely with us to customize the solutions to meet our specific needs. QueueMetrics is a very powerful, flexible ACD reporting package, and having it integrated seamlessly with OrecX has just been perfect for us."

Vance Dailey
Intermedi@ Vice President

DETAILS:

- **Solution**: Oreka TR (OrecX Total Recording) and QueueMetrics

- **Switch**: Asterisk

- **Customer Type:** Call Center Out-sourcer

Solution

The company sought the help of OrecX (call recording) and QueueMetrics (call center performance monitoring) for an integrated Asterisk-based call center solution to boost its call recording and agent performance monitoring capabilities.

OrecX

"We chose Oreka for our recording solution because of its functionality and the company's credibility. They were the most economical, they were part of the open source community and their depth of technical expertise was quite obvious. We also needed confidence that we could scale, and Oreka provided that. We have never had a doubt that we made the right decision."

"Oreka is tremendously more accurate that what we used previously. Oreka takes capacity off of the switch and it provides synchronized audio and screen video. This gives us a huge advantage when looking for data errors. We can go back and look at the call and see if indeed the problem was due to human or programming errors. We can also re-key data if necessary from the video capture. This has really been a life changing advantage for us."

Intermedi@'s customers often want to see interaction recordings (voice and audio). They require voice but many times want to also see video. The call center outsourcer sees it as a significant advantage to provide their customers with both options so they can see for themselves that Intermedi@ agents did enter the data properly.

"Often times our agents will key in orders directly into the client's site. With the video recording capability, our clients can see this data entry, and in doing so, sometimes they will identify issues with their own website. They really like having this ability."

QueueMetrics

Intermedi@ has another business that offers third party monitoring, and it uses QueueMetrics Quality Assurance module to deliver that service.

"QueueMetrics is a very powerful, flexible ACD reporting package, and having it integrated seamlessly with Oreka is just perfect for us. We can import all clients' and vendors' calls and run the monitoring and reporting right through QueueMetrics."

"QueueMetrics has become the portal for our users to monitor all call center activities. Real-time and historical reporting for the Asterisk PBX is critical. Being able to listen to and view inbound calls, outbound calls and chats from within the QueueMetrics application is much more powerful than having to use a second system. The Quality system supports our internal call centers and has allowed us to establish a separate business of quality monitoring for third party call centers."

Clients are able to come to the QueueMetrics monitoring site and access and listen to particular calls. The software enables Intermedi@ to set up specific rules for monitoring, and the system will search through calls and submit all interactions that fit those criteria, until the desired metrics are met.

"We love the monitoring automation. It allows us to centrally manage agent call monitoring, and we are seeing an enormous productivity gain by not having to over-monitor one goal versus another. We also really like the calibration report. It looks at all monitors to ensure they are consistently getting the same scores. If it finds variances in grading, it identifies those monitors so they can be retrained."

"Our supervisors spend most of their day in QueueMetrics on the real-time screen. Our managers and Account Executives rely on the various reports to analyze our business."

Success

"We needed to be able to encrypt recordings for PCI Compliance purposes. Oreka supports that and it has been great for us. Without such encryption support, we would not be able to meet the security requirements of our clients."

Dailey also likes having Oreka integrated with their CRM system so it can pass meta data to the recording solution.

"QueueMetrics provides real time and after-the-fact quality monitoring analysis. It has really strong tools and reporting for evaluating agents. We also use it as our dashboard for centralized agent performance management monitoring."

"Both companies have worked really closely with us to customize the solutions to meet our specific needs."

Dailey added, With the QM API to Oreka, he can view the products as virtually seamless. "We see them as one combined solution."

He says he can configure QueueMetrics to work directly with Oreka. He uses Asterisk Call ID to retrieve the recording in Oreka. It then invokes the Oreka multimedia player to play back the call.

About OrecX and Loway

Orecx, headquartered in Chicago, provides open source VoIP recording, Mobile Recording, Screen Recording, Quality Monitoring and customized workforce optimization solutions at a fraction of the cost of proprietary recording applications. Ranked highest among call recording companies on the 2013 Inc. 5000 list, our customers include Business VoIP Providers, Call Centers, Government Agencies, Small Businesses, and clients that need easy to install, maintain, customizable solutions at a low cost of ownership. OrecX is the primary developer and sponsor of the Oreka open source call recording project hosted on http://oreka.sourceforge.net/download/. More information is available at http://www.orecx.com/.

Loway develops complete, reliable and customizable call center software solutions for the Asterisk PBX. Its distinguished QueueMetrics set up modern standards in performance measurement and reporting for call centers based on Asterisk technology. More information is available at http://loway.ch/.