



voxlog professional Success Story

TELEMARK Marketing

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TECHNOLOGY



VOXTRONIC provides us with the tools we need for the continuous improvement of our services.



Project Manager at TELEMARK



The company

TELEMARK Marketing is an independent Austrian company in the direct marketing industry. The company's core skills are quality telephone marketing, the establishment of call centres, and staff training and coaching. The company, which was founded in 1992 and is based in Vienna, now sits at the top table of the fiercely competitive call centre market. Its focus on international industries have made TELEMARK a true pioneer in Austria. Its customers currently include such well-known companies as Tele2UTA, the Austrian Volksbank organisation, General Electric Austria, Zürich Insurance and Mediaprint.

The challenge

The acquisition of a major customer account from the mobile phone industry made it necessary to record conversations in which agreements relating to contracts were being made. These recordings then needed to provide the basis for the successful conclusion of a contract and therefore needed to be admissible as evidence. This new customer brought 350,000 net contacts per year into the partnership. This was certainly not a small volume for a recording system that needed to be not only reliable but above all easy to use. As for the analysis and management of voice documents, it had to be as quick and easy as possible - no more than „a click of the mouse, please“.

Company:

TELEMARK Marketing
www.telemark-marketing.com

Industry:

Call Centres

Region:

Throughout Europe

Results:

- Recording agreements relevant to contracts and in a form admissible in a court of law
- Conversation access for the customer (live if required)
- Accurate billing of service units
- Quality control at the click of a mouse

The solution

TELEMARK chose *voxlog professional* from VOXTRONIC. "Why? Very simple - nobody else was able to offer a seamless and total solution that really would meet our requirements." The system is currently set up for a call centre with 32 workstations and it handles around 40,000 phone calls every month. It has been in productive use for more than four years and it perfectly meets customers' demands for stability and reliability. As a result of its flexible architecture, *voxlog professional* can be expanded ad infinitum and has delighted our customers with its "enormous storage capacity". Data are archived in encrypted form using a convenient DVD data backup system. Important conversations, the content of which has the nature of a contract or which relate to a complaint, can be retrieved within a matter of seconds. Security and confidentiality are important criteria in this respect - only specially-authorized personnel have logged access to the saved data.

In addition to voice recordings, the *voxlog professional* solution also allows staff at call centres to benefit from targeted coaching. Random conversations are analysed in real-time for quality control purposes using the silent listening method. After all, the continuous improvement of the service is essential for ensuring long term success in this highly competitive field. "VOXTRONIC has provided us with all the tools we need for this."

VOXTRONIC is a global leader in digital voice and data recordings and their analysis. It has also pioneered the development of security solutions for industry, commerce and local authorities.

Web:

www.voxtronic.com

E-Mail:

sales@voxtronic.com

Phone:

AUT: +43 1 8174846-0

GER: +49 69 29920877-0