



Converged Solutions and Services



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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

*Converged Solutions and Services  
Explains the Value of Call Recording  
and Why Businesses Should Care*

DELRAY BEACH, FL - September 28, 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*.

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 CONVERGED SOLUTIONS AND SERVICES**

Converged Consulting, Inc., founded in 1998 by Mark Kruger, formed Converged Solutions & Services (CSS) in June 2004 to provide customers with a combination of the industry's most comprehensive and proven voice, data, and video integrated solutions and the unmatched expertise of its VoIP telephony and data engineers.

With over 20 years of industry experience, CSS is a customer-driven and results-oriented Value Added Reseller. Their team of factory certified professionals assists businesses with all phases of planning, design, installation and maintenance for their communications systems.

CSS is a state certified network infrastructure provider offering total on-site project management from start to finish. The company services customers of all sizes throughout Florida and the Caribbean.

For more information on CSS, please call (561)272-1211 or visit [www.cssvoip.com](http://www.cssvoip.com).