

Industry

Contact centre. Online recruitment.

Customer

Jobserve Ltd

www.jobserve.com

Reseller

Loop Voice & Data

Challenge

To provide an easy-to-use call recording solution for Mitel, to train and monitor sales and support personnel.

Solution

A call recording package that gives JobServe the information and tools needed to:

1. Increase the volume of sales.
2. Train and inform sales and support personnel.
3. Foster good customer engagement.
4. Improve response and resolution times.

Jobserve LTD

Formed in 1993, JobServe was the world's first internet recruitment service to the IT industry, and today operates as a job board for all sectors. The business has offices across the globe, publishes 200,000 jobs annually and processes more than 1 million applications each month. It boasts circa 1.5 million visits per month, serving in the order of 8 million page views.

The Challenge

JobServe views best quality service to candidates and advertisers as paramount to overall business success and maintaining a loyal customer base.

To this end, Jobserve wanted to introduce call recording specifically to drive the customer service targets of informed and courteous communication, good customer engagement, and efficient resolution and response. The call recorder would be used primarily for the sales team but also on occasion to train the IT support team.

The Solution

JobServe IT manager, Adrian Chapman, met with local supplier, Loop Voice & Data, who supply their Mitel phone system. When Loop suggested installing Oak's award-winning RecordX product, Adrian was convinced he had found a product that would deliver.

“ We are very satisfied customers of Loop Voice & Data, so it made sense to go local with our business. They worked hard with Oak to deliver a solution that worked seamlessly with our phone system and was perfectly in line with our budget and requirements.”

Alan Swan
IT Compliance Advisor

ideas that change everything

Oak
innovation

The Result

Alan Swan, IT Compliance Advisor, recalls how Oak call recording proved to be the perfect tool for the job:

Oak ticks all the compliance boxes both in principle and in practise.

“Oak’s system is easy to operate and quick at retrieving and manipulating calls for training purposes. It has been a real asset to our sales team in particular, who regularly use it as part of ongoing staff development, whether that’s the agents themselves evaluating their own work or their supervisors.

We also use it periodically to look at the quality of support we offer over the phone – having recorded calls readily available means we can listen to a full conversation, and gauge customer feelings and satisfaction as well as how good we are at handling their enquiries.

As head of compliance at Jobserve, I know that Oak ticks all the legal boxes both in principle and in practise. We tell customers that we are recording calls before the call is answered, which in itself lends a degree of professionalism to the business and helps put off potential fraudsters. If a financial transaction takes place, we will let customers know that they will hear a ‘tone’ to signal that this part of the call will not be recorded. The agent simply dials into the handset to pause the call recording, which resumes automatically after 30 seconds. It’s as easy as that.

In fact, we’ve been so pleased with our call recording system that we’ve installed it at one of our sister businesses, Colchester Utd Football Club, and also at our Atlanta office in the US.”

“Oak call recording is the perfect evaluation and training tool, ensuring that our agents are listening and selling to customers in the manner we require.”

Alan Swan
IT Compliance Advisor

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Oak products are available from accredited resellers within the UK and internationally.

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