



STREAM ADOPTS THE OPTIMISE CALL RECORDING SOLUTION WORLDWIDE

Stream has selected **Optimise**, from UK-based supplier **Magnetic North** as its strategic platform for call recording at all its locations worldwide. Stream has used **Optimise** for quality monitoring, coaching and compliance purposes across the EMEA call centre network, and is now replacing alternative recording technology in all other regions.

Optimise is a Web-based call recording and quality monitoring solution for capturing voice activity during customer interactions. It frees up administrator and management time by simplifying the process of recording, retrieving and evaluating customer interactions. Typically, a percentage of total calls are recorded for quality monitoring and coaching; however, Optimise can also capture every customer interaction where legislative or compliance requirements exist. It also provides flexible and customisable Web-based reporting facilities to allow reports to be run quickly and easily.

The new agreement brings Stream the advantage of centralised licensing pools for EMEA and the other regions, allowing just-in-time licensing and enabling Stream to rapidly deploy recording services to all 30 sites in 16 countries. "Until now, each of our individual sites has had its own standalone version of this solution," says Stream EMEA Professional Services Director Stuart Curran. "What this solution provides is a single centralised application server for the

whole of EMEA, and another for all of the other regions. All of the management, licensing and reporting will be done centrally out of each location. It makes licensing and management much more efficient — with a centralised pool of licences to call from we can easily accommodate increases and decreases in headcount during the year. If we need to ramp up quickly in one or more locations, it's much easier for us to do that."

Flexibility

Stream EMEA Quality Manager Michael Henry agrees. "The flexibility it gives us will enable us to react more quickly to our clients' changing needs and requirements," he says. "Moving licences easily within Europe and across the world supports our Smart Shore strategy. At the moment, for example, if we have an urgent need for 20 licences in a certain location, we would need to be applied for them. Having a pool of licenses under our control reduces a lot of time and effort."

Only five percent of the recording samples are used for quality and training purposes, and once they have been graded they are usually deleted after a week or two. Compliance scenarios, which are increasingly frequent, require 100 percent call recording, with recordings kept for several months or even a full year. Depending on the client project, compliance scenarios are sometimes undertaken to meet the requirements laid down by organisations such as the Financial Services Authority or the Payment Card Industry. "As our clients move from quality monitoring to total transaction capture and intelligent call mining to support their own business growth," adds Stuart Curran, "we can simply scale up the Optimise solution at the click of a button to record any of the 58 million customer interactions Stream handles each year."

Market research

Because the recording is still done largely for quality control and coaching purposes, it also serves to continually improve the quality of service support professionals provide to the customers of Stream's clients. But Michael Henry explains that many

