
The Business Case for a **Truelog Voice Logging System** in a Motor Dealership

Background

The telephone continues to be the primary means of communication with customers, suppliers, and most other business contacts. In many motor dealerships, the majority of turnover comes from business which is conducted on the phone.

A business telephone call may therefore contain information as important as that in any fax, letter or email, but unlike these 'black and white' communications, telephone calls are not usually filed or archived for future reference.

In terms of the law, a verbal contract is no less binding than a written one, but enforcing a verbal undertaking or agreement requires proof of what was stated (or possibly *not* stated).

Why is it standard practice for large financial services organisations to record all their telephone calls? The simple answer is that the cost of a recording system is easily justified by the *reduction of risk* which the system provides.

Now, the latest advances in technology allow the Truelog system to be offered at a cost which is affordable to the small and medium sized business sector. In the motor trade, there are many benefits to be derived from the recording of telephone calls, and a growing number of dealerships are enjoying a competitive advantage from the use of this technology.

What are the Business Benefits of a Truelog Voice Logging system?

The Truelog system works continuously in the background, recording every telephone call into and out of your business, 24 hours a day. With the enormous data capacity of hard disk drives available today, the system can easily store five or ten years of a company's telephone calls on a single hard disk.

Consider the advantages of being able to play back any telephone call which has taken place in your dealership. With a Truelog system, any authorised PC user in the company can have immediate access to their *own* calls, heads of departments can play back all calls within their departments, and top management can have access to all calls within the organisation.

Any user can annotate a call with relevant comments for later reference, and these comments can be viewed and edited by any other user who is authorised to access the call.

Finding a particular call is as easy as entering its details in a user friendly program on your own computer, and the system will retrieve it across the network in seconds.

The Truelog system is more than just a call recording system, however.

It is also a useful management tool, providing a range of business benefits to give you an edge in today's challenging motor industry environment:-

- Confirmation of**
- **Information provided**
 - **Instructions given**
 - **Undertakings and promises made**
 - **Orders received & Orders placed**

Resolve Misunderstandings and Disputes - "He said - She said"

Situation: *Your client liaison staff phoned the customer, and he gave the go-ahead for the repair. Now that he's been presented with the account, he claims that he never agreed to the repair, or that he was quoted a lower price...*

Situation: *"I was promised delivery by Friday – now I insist on a courtesy vehicle for the weekend..."*

Situation: *"The salesman promised to include a canopy / mags / towbar / whatever in the price..."*

☎ Play the call back to the customer, and any argument comes to an immediate end !

Situation: *The factory made promises to you, and you then made promises to the customer. Now, at the last minute, the factory hasn't honoured its promises...*

☎ Play the call back to the factory, and if necessary, let them carry the costs !

Improved Customer Service

- Monitor the way that your staff interact with customers - identify any problems at the switchboard, sales reception, service reception, or even in admin or finance. In today's tough market, the customer knows that his business is valuable, and this can sometimes lead to a degree of arrogance. No-one can afford to let their staff be arrogant in return. Basically, your people will always be at their best when they know that all their calls are recorded.
- When a customer complains about being handled badly on the phone, or about having been given the wrong information etc, it is a simple matter of listening to the call to verify the complaint. And if the complaint turns out to be unjustified, it is equally simple to email the recording to the customer.

Monitor your Call Answering times

- The Truelog system keeps track of the ringing time for each incoming call, allowing call answering times to be closely monitored. And where ISDN lines are used, the system will even keep track of which party hung up first at the end of a call (e.g. verify whether the customer did in fact 'slam the phone down').

View your Unanswered Calls

- The Truelog system will keep track of all incoming calls which are not answered in time, and where CLI (Calling Line Identification) is activated on the incoming lines, it will register the calling party number to allow potential customers to be called back.
- This is particularly useful when you advertise or run a promotion, as your staff may not be able to answer all calls in time. Also, prospective customers **will** call before the start of business and after hours. With a Truelog system, these calls can be returned, and any loss of business can be avoided.

Improved Sales Performance

• Real Life example 1

The sales manager and his assistant select two relevant telephone calls from every sales rep on a daily basis. The sales department gets together at seven a.m. sharp every morning, to listen to and analyze the selected calls. Many mornings, the dealer principal also sits in at these meetings. Some are good calls, some are not so good, but the discussions lead to valuable lessons being learned every day.

• Real Life example 2

Every sales rep has to register their pending deals, or 'pipeline'. When a deal 'falls through', the entire sales department gets together to listen to every call to or from the prospective customer, and they analyze exactly *why* the customer decided to buy from the competition – things that went wrong, mistakes that were made, etc. Again, valuable lessons are learned, and the same mistakes will not easily be made in future.

• Real Life example 3

At a thriving workshop, the workshop manager's PA selects ten or more service related calls every day, which she emails to him with relevant comments. The calls range from threats to register a complaint at HelloPeter.com, to a rare complimentary call, and he follows up on any issues which demand attention.

• Real Life example 4

The sales manager considers himself to be a *coach*, and every day he makes time to listen to his sales reps' calls. They are required to make cold calls whenever they have any free time, and if he catches one making a lengthy personal call, *all hell breaks loose*. When he comes across a really good sales call, he summons all the reps to his office to listen to it. When he hears a bad call, he evaluates the call together with the sales rep involved, addressing any areas of weakness, the need for further training, etc

Reduced Call Costs

- Installing a Truelog system to record all calls in a dealership will **always** lead to a reduction in the number of private calls which are made.
- In dealerships where telephone usage is not closely monitored, the introduction of a Truelog system will lead to a significant reduction in telephone costs, as staff will no longer feel comfortable with making private calls on the company telephones. In many cases, these savings will exceed the monthly cost of the system, providing an immediate and positive Return On Investment (ROI).
- These savings happen **automatically**, and do not require any ongoing management, i.e costs are reduced, and remain reduced, without any further effort being required.
- And, unlike a simple telephone management system, a Truelog system will always identify with complete certainty *who* was responsible for a particular call, even if the call was made from a fax machine, or was made using someone else's PIN number.

Improved Productivity

- Employees are paid for their time, and excessive time spent on private calls may be viewed as a waste of company resources. When they are informed of the presence of a Truelog system in the background, they tend to use their cell phones for personal calls, and lengthy or unnecessary discussions on the company phones tend to be reduced.
- If just thirty minutes of unproductive telephone discussion can be avoided per day, this translates to over ten hours per month, effectively adding more than a *full working day* to an employee's work month.

Identify Faulty Lines on the PABX System

- In a motor dealership, one faulty telephone line can be costly if it prevents a prospective customer from getting through to the sales department. The Truelog system allows the working state of the PABX lines to be viewed at a glance, and it will even provide email alerts when a line fault is detected.
- Where internet access is made available to the Truelog system, the server will report to Truelog's head office every hour with a status message to confirm the correct operation of the system. In the event that a line is detected as faulty, the system will report this, and a fault docket will be initiated for investigation. A similar process occurs if a system fails to report in at the allotted time (eg. someone switches the system off).

Analyze Incoming Calls based on the number dialled

- Where ISDN lines are used on the PABX, a dealership which advertises in different publications or media, can precisely measure the response to each advert.
- Individual 0800 or 086x numbers are used for each placement, and the Truelog system then allows the calls for each advertisement to be identified (i.e. selected by called DDI number), regardless of which extensions or reps actually received the calls.

Email Alerts for Calls to and from Specific Numbers

- Specify any numbers which you need to keep tabs on - whenever a call is made to or received from one of these numbers, the Truelog system will immediately send you an email. And it can even be set up to send an SMS to your cell phone.

Memory Refresh

- Review a past telephone discussion, establish exactly when a specific call took place, recover information which was jotted down during a call and subsequently lost, etc. This is equally useful for any telephone user, from the dealer principal to an admin clerk.
- Being able to play back their own calls is particularly useful for staff who handle customer enquiries in a busy environment, and who may have to take a new call before completing their notes on a previous one. If there is any uncertainty about a customer's requirements, they can quickly listen to the earlier call and confirm the customer's enquiry, instructions, etc.

Uncover Suspicious or even Fraudulent activities

- From both an internal perspective (e.g. the unauthorised disclosure of business information), and an external perspective (e.g. questionable enquiries, threatening calls, nuisance calls, etc).

View the Costs of Outgoing Calls

- The majority of outgoing calls made at any car dealership is to cell phones, and GSM *Least cost Routers* are to be found at most dealerships. The Truelog system calculates the costs of outgoing calls at nominal Telkom rates, making it possible to verify the savings from these solutions, as well as the newer VOIP solutions.

Optimised Telephone Line Utilisation

- Many businesses spend thousands of rands per month on the rental of unnecessary telephone lines and GSM routers, and motor dealerships are no exception. The Truelog system provides the information needed to 'dimension' the lines in accordance with actual call traffic requirements. The savings from the reduction of excessive lines will in some cases even cover the monthly cost of a Truelog system.

Centralised Recordings Database for multiple Branch Offices

- Where Truelog systems are deployed at branch offices, it takes only a few clicks of the mouse to connect directly to each system from the head office. Branch office systems can be set up to upload their calls to head office after hours, where they are stored in an integrated database containing all calls across the entire organisation. This allows the functions of quality assurance to be centralised in a cost-effective and efficient manner.

Recording of compatible Cell Phones

- The Truelog system also provides for the recording of conversations and SMS text messages on a number of compatible Nokia mobile phones which utilise the 'Symbian' operating system (i.e. 'Smartphones' such as E55, E65, E71, E90, 6110, 6120, 6210, 6220, N78, N81, N82, N95).
- With a Truelog software application installed on the handset, calls are recorded to the phone memory and at the end of each call, the recording is transferred to the Truelog server via a data connection. These mobile calls are fully integrated with the 'landline' calls database in the Truelog system.
- This facility provides an ideal solution for people who regularly *trade* on their cell phones

The Legal Side

- Under South African law, a telephone call recording is admissible as evidence if at least one of the parties was aware that a recording was taking place.
- Therefore it is sufficient that your own members of staff be aware that a voice logger is installed, and it is not necessary that external parties be advised.

The following example of a memo issued to and acknowledged by all staff, serves to legalise the situation. It also ensures that personal calls will be kept to a minimum in future.

Please be advised that in view of the extensive use which we make of telephone communications in our business, a decision has been made to evaluate the business benefits of a telephone Voice Logging system.

This recording system is connected to the PABX exchange lines, and will record all incoming and outgoing calls.

Please note that internal calls (i.e. between extensions) will not be recorded.

This ensures that in future, all telephone communications will be archived, as is the case with other forms of communication used in our organisation.

Please note that the Voice Logging System is not able to differentiate between business calls and private calls, and although every effort will be made to respect privacy, it is unavoidable that any personal calls made or received on the PABX system will also be recorded.

About Truelog Digital

Designed and manufactured by Truelog Digital in South Africa, the main characteristics of the Truelog system are *ease of use, functionality and reliability*.

The product has been in the market for five years and provides non-stop service to businesses and organisations in all sectors, from large corporate enterprises and call centres, to emergency services, to motor dealerships of all sizes.

The Truelog system is compatible with all types of PABXs and lines used in South Africa, including VOIP lines, GSM lines and two-way-radio systems, and it can be scaled to any required capacity. The system is fully licensed by ICASA (Independent Communications Authority of S.A.).

Conclusion

In many businesses today, being able to play back telephone calls is considered to be as essential as an email facility.

In a motor dealership environment, the telephone usually accounts for a large percentage of revenue, and a Truelog system can prove to be an important business tool.

The system not only helps to improve controls, but can also enhance efficiencies in every department. In a number of prominent dealerships, the Truelog system makes a valuable contribution to the increasingly difficult task of running a successful motor business.

Question 1: Will the benefits outlined above materialize in your dealership ?

Question 2: Will a Truelog system reduce costs within your specific environment ?

It's easy to find out - give us a call to arrange a trial installation, and evaluate the Truelog system for two weeks within your own motor dealership environment, at no cost and under no obligation.