



blueButler™ iDR

The VOICE of YOUR CUSTOMERS



Low-cost Intelligent Digital Recording

dramatically improve front-line staff performance

resolve conflicts before they start

deliver training that makes a difference

enhance security for your organization

differentiate your outsourced operations



KEY BENEFITS

Dramatically Improve Front Line Staff Performance

When every call is recorded, employees are at their professional best knowing that management and others can review their actual conversations at any time.

Even on "bad days", customers are treated with respect and professionalism.

Staff spend less time on unproductive socializing as internal calls stay focused on business issues.

Enhance & Accelerate Transaction Verification

Use recorded phone verifications to book revenue sooner and eliminate time-consuming and error-prone faxed or mailed "wet signature forms".

Free up management and staff time by resolving disputes before they escalate. Rely on fact-based recordings to eliminate no-win "he said - she said" confrontations.

Reduce errors and omissions claims while maintaining good customer relations by referring to facts rather than hearsay evidence.

Archive recordings to ensure compliance with regulatory requirements, internal corporate policies and audit controls including Sarbanes-Oxley.

the blueButler™ iDR SOLUTION



Today, interactions with customers are handled almost entirely over the phone, through email and the Internet.

Gone are the days of "personal face-to-face meetings" when customers came to see us at our place of business. This shift has resulted in the Contact Center becoming a key strategic asset of many organizations.

Yet, in spite of this transformation, many companies have only a vague idea at best about how their front-line customer interactions are conducted. A manager might sit next to an agent during a few calls or may use the service observance port on the PBX to monitor some calls.

We need new management tools that enable us to effectively tie job performance to compensation and demonstrate a firm and ongoing corporate commitment to quality.

Recording calls is now standard industry practice. YOUR COMPETITION IS ALREADY DOING IT ! blueButler iDR enables continuous identification and immediate response to effective and ineffective interaction with your customers and key business partners. It enables quick and efficient resolution of "He Said - She Said" disputes that otherwise use up valuable management time leaving customers and staff to their own devices to deal with their frustrations.

blueButler iDR - breakthrough digital recording technology

blueButler represents a breakthrough in affordable digital call recording technology. Low cost Digital Recording devices connect to secure off-the-shelf Windows servers enabling high quality intelligent digital recording that fits every budget with no PBX programming or special expertise required!

blueButler delivers all the core high-end recording features needed to keep your front line workers performing at their professional best. Calls are stored securely on the blueButler server in convenient MP3 or WAV format. Users can email, download or audio-stream the recordings to their PC or mobile device and listen using off-the-shelf media player software.

With blueButler you get all of the high-end features you expect without the high-end cost. Features like SQL database reporting and data mining, Live Monitor for listening to active calls, Quality ratings and evaluations, Selective recording to allow privacy on personal calls, On-demand recording from any phone and Broadcast messaging.

From small sites requiring only a few phones to be recorded to large call centers and multi-site environments, blueButler can be scaled cost-effectively to meet your particular requirements.

FLEXIBLE

We recognize that no two customer environments are identical. With blueButler, flexibility is built into the system allowing you to design it to meet your unique requirements. Just some of the options at your disposal are:

- Always-on recording for compliance and quality control
- Optional On-demand recording from any office phone or cell phone for conference calls, in-person meetings and point-of-observation dictation
- Share the recorders if spot recording is all you require
- Choose the server configuration, redundancy and other options suited to your needs and corporate standards
- Centrally manage the recording files or give supervisors & users partial control
- Email, download or audio-stream MP3 or WAV recordings using industry-standard Media Player software

SCALABLE

blueButler is designed to fit any configuration whether you have a small office with a few phones to be recorded, a large call center with hundreds of agents or a multi-site organization that includes dispersed work-at-home users. You can start small and easily add users, additional sites or new applications as your needs change over time. blueButler is a scalable platform that supports virtually any configuration including:

- Low-cost USB interface devices for smaller sites
- Multi-port digital line tap cards for large sites
- Cluster configurations for unlimited scalability
- Centralized recording for branch offices
- Blended environments with digital, analog and IP phones
- Supports all major Key systems, PBXs and mixed vendor equipment

COST-EFFECTIVE

blueButler delivers core high-end digital recording functionality at an affordable price. Beyond that, it also ensures a rapid return on your investment by addressing total cost of ownership issues:

- No hidden PBX costs
- Plug-and-play installation
- Minimal ongoing administrative effort required
- Non-intrusive architecture fits your corporate standards
- No "touch-time" at the desktop - easy, secure, self-service HTML access to recordings from anywhere, anytime

UNIQUE

blueButler uses a combination of technologies to provide valuable applications not typically found in other call recording systems. Unique features include:

- Live Monitoring of active calls provides secure remote access for clients who outsource to you to monitor your operation
- Option to Playback recordings from any phone
- Selective recording - the ability to configure private lines that are not recorded (not available on all phone systems)
- Pop-up client and Database field customization built-in
- Single sign-on identifies agent automatically for recordings
- Centralized management of branch office & home office recordings
- Broadcast messaging integrated on one easy to use platform



Deliver Training that Makes a Difference

Train staff on best practices using real life recordings stored at your fingertips.

Be empowered to immediately coach behavior & improve operational results through effective telephone practices.

Increase morale & reduce churn through ongoing, relevant feedback.

Differentiate Your Outsourced Operations

Anytime, anywhere secure access allows clients to remotely monitor agent performance.

Verify service level metrics using undisputable recordings of actual calls.

Separate and store call recordings securely based on DNIS, agent-ids or other criteria.

Enhance Security For Your Organization

Record front desk calls with immediate escalation of emergency calls.

Capture threatening or harassing calls both internal and externally originated.

Manage Your Recordings Securely

Layered security ensures all calls are recorded and stored on a central server protected against unauthorized access.

Store recordings in an uncompromised state for reliability & integrity if court presentation is required.



blueC 802 Inc. specializes in **Digital Call Recording** and **Unified Communications** software for the enterprise.

We focus on providing highly innovative and unique solutions that help our customers grow their business and are committed to providing the professional care and short-term return on investment that today's world-class organizations demand.

An investment in blueButler is an investment in the future. We base our R&D on customer feedback and evolving market requirements and we build the new capabilities into our underlying blueButler platform so that every blueButler customer can benefit from the enhancements.

Supported PBXs	Recorder Type		
	Digital line card	USB digital	USB analog
AVAYA	Definity & MultiVantage IP Office, Magix & INDeX		VoIP & Analog phones
MITEL	SX200 & SX2000	n/a	VoIP & Analog phones
NEC	NEAX 2000/2400 Elite	n/a	VoIP & Analog phones
NORTEL	Meridian & CS1000 Norstar & BCM		VoIP & Analog phones
SIEMENS	HiCom & HiPath		VoIP & Analog phones
OTHER	Panasonic KXTD Toshiba DK & CTX		VoIP & Analog phones

FEATURES	RECORDER TYPE		
	Digital line card	USB digital	USB analog
Ports per server	8 to 240	1 to 20	1 per desktop PC
Digital quality	✓	✓	✓
SQL database (includes custom fields)	✓	✓	✓
MP3 compression	✓	✓	✓
Web access	✓	✓	✓
Email & download files	✓	✓	✓
Quality ratings	✓	✓	✓
Secure access levels	✓	✓	✓
Extensive search criteria	✓	✓	✓

FEATURES	RECORDER TYPE		
	Digital line card	USB digital	USB analog
Instant recall	✓	✓	✓
LDAP directory (ext, name, dept)	✓	✓	✓
Caller-id & dialed digits	✓	Avaya Definity, Nortel & Toshiba only	
Single sign-on	Agent login	Avaya Definity & Nortel Meridian only	Avaya Definity & Nortel Meridian only
	Windows login	✓	✓
Selective recording	Nortel Meridian only	Avaya Definity & Nortel Meridian only	
On-demand recording	Avaya Definity, Nortel Meridian & NEC NEAX only	Avaya Definity & Nortel Meridian only	
Live monitor	Avaya Definity, Nortel Meridian & NEC NEAX only	Avaya Definity & Nortel Meridian only	
Broadcast messaging	Avaya Definity, Nortel Meridian & NEC NEAX only	Avaya Definity & Nortel Meridian only	

blueC 802 is a developer partner with the following leading technology companies:

business partner



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