

# Eyretel ExecRecord IP Telephony Product Recognised as Providing Compelling Return on Investment

Submitted by: Gray Associates

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Eyretel plc, a global provider of voice and data recording, quality monitoring and analysis systems for both traditional and IP telephony customer contact environments, announced today that its ExecRecord product was selected "application with the most compelling return on investment" (ROI) by the Cisco IP Telephony Users Group – an independent worldwide organisation comprised of IP telephony users who determine best practices for deployments.

ExecRecord is software that allows telephone calls that are routed through the Cisco CallManager – an IP-based call processing system – to be recorded and stored on demand by the user and sent to the right people in the business for further action.

Eyretel's ExecRecord received its award at the Cisco Systems' Innovation Through Convergence Exposition, held in April in Dallas, Texas. The Expo brought together more than 60 XML application exhibitors and a wide variety of Cisco IP telephony customers, to explore the business impact of new applications now possible on a Cisco converged infrastructure.

"ExecRecord gives companies a simple and powerful way to listen to their customers – to record and act on insights that exist within calls and to learn how to improve," said Nathan George, Director of Eyretel's IP Telephony business. "Phone conversations contain enormous amounts of valuable insight into customers, people, processes, products and services. Today most of those insights are un-noticed and not acted upon. By using Eyretel's IP Telephony recording application with Cisco IP Phones, users can easily record any call they choose to, tag it as an up-sell opportunity, a complaint, a suggestion, a benchmark call for the perfect sale and email it as a .wav file from their phone."

Eyretel's unique design allows users to record the entire call, regardless of when the 'record' command is given during the call. This gives the user the power to decide at any time during the call whether the call is valuable enough to capture and retain. Calls can be easily located, retrieved and replayed through a browser interface, allowing anyone with the appropriate security rights to access important calls, irrespective of their location. The recorded conversations may also be searched and analysed with Eyretel's suite of quality and analytics tools such as Replay Studio, Eyretel Performance Manager and QualityCall.

"The Innovation Through Convergence Expo helps Cisco better understand what our customers business processes are," said David Tucker, marketing director for Cisco's Enterprise Voice, Video Business Unit. "A converged network design running IP telephony applications, like Eyretel's ExecRecord product, is a powerful combination compared to just dial tone. It is clear from the Expo that our customers and developers like Eyretel see the value in convergence and are ready to approach their

networks and business process differently."

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#### About Eyretel

Eyretel (London: EYR) is a global provider of voice and data recording, quality monitoring and analysis systems that enhance customer experience management (CEM) activities in customer contact environments. Eyretel systems provide for up to 100% recording and analysis of all customer electronic communication and interaction, including telephone calls, web chat, agent-assisted web browsing and desktop computer activity in both traditional and IP telephony environments.

Eyretel's end-to-end suite of products and services allow enterprises to manage risk involved with regulatory compliance or the protection of public safety, through reliable recording of caller contacts; to achieve greater customer intimacy, while generating additional revenue opportunities and increasing customer retention; and to improve contact center efficiency, with increased profitability, higher agent performance and reduced staff turnover. With operations in Europe; the Americas; Asia Pacific and Africa, Eyretel serves a worldwide set of blue chip clients. Visit Eyretel on the World Wide Web at <http://www.eyretel.com> .

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