

## C3 launches call recording solution

Submitted by: Gray Associates

Friday, 16 January 2004

---

C3, a leading supplier of voice processing platforms, announces today the availability of a new call recording solution for enterprises, public sector companies and service

providers.

C3's call recording software supports most popular telephony systems and allows organisations to record calls in a highly flexible way to suit different corporate objectives. It can be used to record:

\* individual extensions on an ad hoc basis

\* specific DDI numbers, or

\* all calls within a particular group.

C3 call recording is provided as a module on the C3 Apcentia platform, an industry-leading voice processing solution. A range of other applications, including unified messaging, conferencing, call centre management monitoring, prepaid telephony, emergency call out, IVR, speech recognition and contact centre can also be run on an Apcentia solution concurrently.

Call recordings stored on the Apcentia platform can be retrieved as a wav file at any time should the need arise. Call recordings can also be archived on an Apcentia solution (or another storage device) thus allowing recordings to be accessed at a later date.

Call recording is an invaluable tool for a wide range of organisations today - irrespective of company size. For example, banks and the emergency services record calls because they are required to do so by law. Some organisations record calls in order have a record of what customers and representatives said in the event of a commercial dispute. Others use call recording as a strategic tool to analyse the performance of customer service representatives - as well as identify events during calls that indicate positive and negative 'customer experiences'.

ends

About C3

C3 is Europe's leading supplier of communications platforms for call handling and e-business. The company has installed over 250,000 lines of communications technology for corporates and service providers since 1990. Applications supported on C3 platforms include: prepaid telephony, emergency call out, IVR, speech recognition, contact centre, virtual call centre, voicemail, automated solutions, SMS, IdTV, VoIP and Status Messaging. C3 is based in Cambridge UK and is a member of the Network for Online Commerce ([www.noconline.org](http://www.noconline.org)).

Press Contact: Sue Hunt, Marketing Department, C3 Tel + 44 (0) 1223 427729, fax: + 44 (0) 1223 427711  
email:[susan@c3ltd.co.uk](mailto:susan@c3ltd.co.uk)