



Shawn Schmidt  
President

## **Want to Streamline Your Business and Provide a Better Customer Experience?** **Using the Right Communications Technology Will Help You Do Just That**

*Digital Planet Communications  
Explains the Value of Call Recording  
and Why Businesses Should Care*

St. Paul, MN - March 28, 2011 - When a business owner is looking to set up the phones within his company, he can't help but be overwhelmed with complex terms like VoIP, SIP, Hosted VoIP, PBX Systems, Managed Services, and Unified Communications. In today's world, a business owner is expected to understand the relevance and significance of every single feature that their Unified Communications provider offers. However, many business owners don't receive the proper explanation as to how that feature can be applied to benefit their organization. Some of the usages of the Call Recording feature make it one of the top features a business owner should take into consideration when examining their communications needs.

The most obvious application of Call Recording is in situations that deal with liability. Professionals who deal with the dissemination of sensitive information should be using Call Recording at all times, as it is the easiest way to ensure compliance to procedures and reduce the risk of litigation. Call Recording is indispensable to both the Medical and Legal fields and it would be reckless for an organization to continue to run itself without implementing this technology.

One of the other usages of Call Recording, which is often overlooked, is as a training tool for a sales team.

When a salesperson is given the opportunity to record his or her calls, they can review their recordings to improve their skills and understand how they really sound when they're communicating with prospects. This easy to use tool helps managers coach salespeople in a constructive manner and improve the overall health of the company. Customer service representatives are also well suited to take advantage of this type of function when working with customers. When a conversation takes a turn and needs to be recorded, contemporary Call Recording technology provides users with a way to record a conversation even after a call has been initiated. Users can then add their own comments and send that recording as an attachment in an email. This simple, but necessary technology, is allowing professionals to collaborate, create accountability and improve their businesses like never before.

From my experiences, most companies would be *shocked* by what their employees are saying, how they're saying it, and what message they're communicating to the outside world. I couldn't imagine running a sales force without giving our salespeople the ability to listen to their own recordings. This tool is as valuable as it is practical, and it has provided our organization with a much-needed competitive advantage *even in today's markets*.

As the world continues to flatten, more companies are entering existing markets, while even more competitors are extending their reach into new markets. The added pressure of the

financial crisis is pushing businesses harder than ever to find new ways to differentiate themselves. In order to stay competitive, businesses need to leverage technologies in order to create competitive advantages for themselves. Call Recording is one of the simplest and most cost-effective ways to accomplish this, so it's only a matter of time before this becomes an industry standard. In sum, if you haven't started using Call Recording yet... you will.

### **ABOUT DIGITAL PLANET COMMUNICATIONS, INC.**

In 1992, St. Paul, Minnesota became home to Digital Planet Communications, Inc. Since then the company has been working with small to medium sized businesses to develop Comprehensive Business Communications Solutions on a local and national level. Digital Planet Communications breadth of skills and resources enables its highly skilled team of professionals to deliver a "Total Care" solution for any organization's communication needs. Unlike other companies in the industry, Digital Planet is able to provide multiple options for network services and leading equipment solutions. With technical expertise and un-matched quality of service, Digital Planet Communications has quickly become a leader in the rapidly changing unified communications industry. For more information on Digital Planet Communications, call 651-233-5800 or visit [www.dpcinc.com](http://www.dpcinc.com).