

## MIAREC CASE STUDY

# Johnson Mark Law Firm

## Johnson Mark uses the MiaRec Call Recording Solution to enhance customer service and comply with legal requirements.

**Executive summary:** Johnson Mark is a law firm specializing in civil litigation and debt collection. The firm needed a reliable, feature-rich call recording solution to improve customer service, train its employees more effectively, comply with legal requirements, and create a competitive advantage in the marketplace. Johnson Mark chose the MiaRec Call Recording Solution for its ease-of-use, comprehensive feature set, and easy retrieval of stored calls.

### Johnson Mark, LLC

Industry: **legal services, civil litigation, debt collection**

Locations: **California, Utah, Idaho, Oregon**

Clients: **financial services companies, commercial lending operations, and medical facilities**

Phone system: **Avaya G450 Communication Manager**

Solution: **MiaRec Call Recording Solution**

Type of calls recorded: **all attorney and collection calls**

**Business result:** Enhanced client service and full compliance with legal requirements. Competitive advantage established by providing call recordings to customers.

## The Challenge

Johnson Mark is a law firm specializing in civil litigation and focusing on debt collection and creditor rights. The firm's work balances detailed attention to asset finding, skip tracing, and judgment enforcing, with broad collection campaigns and portfolio strategies.

Given Johnson Mark's strong focus on customer service, the firm identified the need for a high-quality call-recording-and-monitoring solution to ensure that its employees provide superior service and comply with customer guidelines. Johnson Mark's objective was to increase its customer service levels, fulfill client mandates, and comply with legal requirements to record conversations and store call data.

The firm researched the call-recording-solution market to determine its requirements for a call-recording solution. After reviewing proposals from a number of vendors, the firm's managers chose MiaRec for its functionality, ease of use, and price.

## The Solution

Johnson Mark's attorneys and collection staff use MiaRec to record and monitor their telephone interactions. Since a majority of business transactions take place over the phone and Johnson Mark acts on behalf of its clients in transacting business, clients need reviewable records of conversations. With MiaRec, the firm can assure its clients that their customers are being treated well and, moreover, that it can provide fully documented phone conversations between agents and customers, thereby ensuring that recorded calls can be retrieved at any time to review important information and resolve disputes.

Easy-to-use, feature-rich MiaRec makes recording, searching, and retrieving calls easy and efficient. Call recordings can be accessed easily via Web interface and shared with customers. Flexible configuration of MiaRec allows Johnson Mark's call recordings to be stored for one year and deleted automatically afterward.

## Key Benefits

**Key benefit #1:** Improved customer service.

**Key benefit #2:** Well-trained employees. According to Johnson Mark's Mark Kelley, "MiaRec allows us to properly coach our employees, to ensure that we're maximizing our effectiveness when dealing with callers."

**Key benefit #3:** Competitive advantage. "Call recording has tightened our operation with regard to legal compliance and client mandates," said Kelley. "We've been very successful with this, which has allowed us to market ourselves more competitively to other potential clients."

## The Bottom Line

"MiaRec provides us with an easy and affordable solution that allows us to remain legally compliant, follows client mandates, and provides valuable training to our employees. MiaRec software is also supported by excellent technical support."