![MiaRec - Call Recording Solution logo]

Voxline Contact Center

Large Brazilian contact center relies on MiaRec Call Recording system since 2008

Executive summary: Voxline is one of Brazil's leading contact center service providers. Voxline needed a reliable, user-friendly call recording solution to enhance its value to clients and improve productivity. Voxline has been using the MiaRec Call Recording solution since 2008, with outstanding results.

Company:	**Voxline Contact Center**
Industry:	**BPO**
Employees:	**approximately 2,000 agents in two call centers**
Location:	**São Paulo, Brazil**
Solution:	**MiaRec Call Recording**
Phone system:	**Avaya Red and Avaya Blue (Nortel)**

Business result: Improved client service, greater productivity, enhanced training results.

THE CHALLENGE

Voxline Contact Center is one of the largest contact centers in Brazil. The company has been recognized several times, receiving the contact center industry's most prestigious awards, including *Contact Center of the Year* and the *Multichannel Award for Best Quality Management*, among others.

Being in the customer service business, Voxline strives to deliver high-quality service to its own clients. Therefore, the company relies heavily on maximizing customer satisfaction by way of increasing sales and maximizing customer loyalty.

Monitoring customer calls for quality control and training is vital for Voxline, and its call-recording system is a crucial part of the quality assurance process. Voxline had strict requirements and very high reliability standards for its call recording system. The company records approximately 65,000 conversations every day, and it needed a call-recording system stable and powerful enough to process and retrieve recordings quickly and easily. Other requirements included system usability, easy administration, and integration with the current contact center environment.

Voxline's specific requirements for its call recording solution included:

- The highest possible quality and reliability
- Ease-of-use
- Ability to archive calls reliably on long-term storage media and retrieve archived calls quickly
- Open technologies and integration with contact center CRM

THE SOLUTION

MiaRec provided Voxline with an advanced, highly reliable call-recording solution, built on innovative open-source technologies. MiaRec's reach set of APIs allowed it to integrate easily with Voxline's CRM system. As of November 2013, Voxline's MiaRec Call Recording application has recorded 45 million calls.

In 2009, MiaRec prepared a customized version of its Call Recording solution for Voxline, which links every call recording to a specific Voxline client. The client's name is displayed inside MiaRec's Web interface, with access to the interface granted to approximately 140 clients. Each client can access only its own call recordings. Once a client logs into Voxline's MiaRec Web interface, a list of call recordings is displayed according to pre-configured permissions.

KEY BENEFITS

Over the past seven years, MiaRec has proven to be the right choice for Voxline, improving the effectiveness of Voxline's business processes and customer service. The MiaRec Call Recording and Monitoring system helped Voxline:

- Increase customer satisfaction
- Improve employee performance
- Lower average handling time per call and increase first call resolution
- Reduce agent training time and enhance training productivity