

Logging customer complaints

The Electronic Communications and Transactions (ECT) Act imposes stringent record-keeping compliance requirements on organisations, compelling them to keep accurate records of all telephonic and other electronic interactions with consumers for at least three years. Manual recordings and reports, in particular, are no longer sufficient, particularly if disputes arise with the implementation of the Consumer Protection Act.

These acts are continuously driving the implementation of fair business practices, with particular emphasis on protecting the rights of consumers (which include natural and juristic persons and public bodies) and regulating their electronic transactions with suppliers and service providers. However, simply implementing a call recording system will not provide the optimum compliance with the increased legal requirements either.

"To fulfil the requirements as set out by both acts, companies will need to do more than simply implement mere policies and procedures," comments Matthew Balcomb, director of Majuda Software Southern Africa, an affiliate organisation to Majuda Corporation International which specialises in the development of call recording and quality management solutions.

"Instead, a governance, risk and compliance (GRC) strategy, which is tightly integrated into the operations and the culture of an organisation, is required to ensure fair practices are in place at every level and during every interaction."

Since much of the interaction with consumers - including sales and support, but not limited to commercial transactions only - takes place through call centres in today's modern business world, recording of all telephonic interactions with customers or potential customers is a crucial starting point for mitigating risk and liability exposure.

Organisations require a comprehensive, streamlined solution that embraces encrypted voice logging as well as enabling technologies and systems, such as content management and workforce optimisation solutions. Together, these enable an organisation to record conversations with customers, store the data in an appropriate format, easily access this data, and readily reduce it to written and printable formats. In addition, the voice recordings should be enhanced by recordings of the call centre agent's inputs to the electronic system through various applications in which compliance and fair practices have been imbedded.

"Fortunately, technology has produced advanced voice recording systems with a level of functionality and user friendliness that ensures compliance and liability risk faced by organisations is significantly reduced, because they provide the organisation with an indisputable voice record that is readily available to confirm the accuracy of information provided or received, giving the organisation evidence it can legally tender if required by a court of law and thereby protecting both the company's clients and employees," continues Balcomb.

"In addition, such systems allow managers to improve the quality, performance and effectiveness of their contact centres and call centre agents. This, in turn, allows companies to optimise communications resources, enhance overall workplace efficiency and reduce operational costs, thereby increasing customer satisfaction, customer retention, and revenue.

"We create long-standing relationships with clients and partners, by providing the best in call recording and quality management solutions, specifically developed in-house for each client using the latest software development platforms. We believe that an effective voice recording and call logging solution should be far more than yet another new technology, it should and can be the technological foundation that supports corporate governance and fair practices implemented in the organisation, as well as an effective tool for improving performance and profitability."

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