



transform the management of information

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The last advances in technology in the Customer Services, providing new contact channels, able to be registered, as well as the increase in the quality of those already existing, has promoted the recording service from being an auxiliary independent system of simply support in economic transactions for financial entities to become a storage and management component within the technological world CRM.

The recording technology that, as noted above, was born as support of economic transactions in the 80s, rapidly becomes a tool of Quality within the Customer Service Centres during the second part of the 90s, with the aim of increasing the Quality and Service metrics in the Contact Centres.

Nowadays, with the growth of the economic and trade agreements in the Customer Services of the big service companies, through the verbal contracts and through the video channels, the 2000's decade will inexorably boost the recording technology from a Support and Quality system to a Recording Manager system, which will take part of the CRM technology as a Documentary Support channel of the interactions with the customers.

The agent of CRM, as today he has, has access to the paper contracts, through a Documentary Manager of images, in a very short term will be necessary to have at one's disposal a Recording Manager that allow him acceding to all the agreements, verbal and video-recorded contracts existing in the Recording Manager, at his own work-place, without having to stop doing his usual activities and to leave his CRM desk.

A point to analyze, within the activity in the world of recordings as an auxiliary service of the CRM technology, is the meaning of the term "On-demand" which is associated to the possibility of controlling the recording processes from the "customer CRM" post, directly used by the desk of the CRM agent. This facility, allows initializing, starting, stopping, erasing, recording and reproducing a record in/from the Recording System connected to the Customer Service Centre, through low-level integration libraries.



IPSA Soluciones de Convergencia makes a bet on technology aiming to cover the Recording Managers' need, within the CRM world, a world of Customer Centres, through the development of the solution **ComVergia®**, that provides a multi customer and multi cost centre Recording Manager, with independency of the Recording System used in each Customer Centre, consolidating and index-linking with the Business Basis all the records subject to be tracked by the different centres, providing integration libraries for the different CRM systems in the current market of the Customer Call Centres.

The concept "Pay as you use" coming from the term "On demand", adopted from the American market of the Customer Call Centres, are part of the model of commercializing of the product **ComVergia®** which facilitates the implementation of a Recording Manager, integrated with the existing CRM devices, without having to invest initially an economic amount.

The implementation of the "pay as you use" systems facilitate the joint exploitation of the Recording Managers within the Customer Centres shared between different projects, departments, cost centres or corporations, without having to invest a big amount and therefore without facing an accurate study about the return on the investment.