

# Case Study

## Pulse Telecom excels in commitment to customer satisfaction

An integrated digital call recording system enhances Pulse's customer value proposition with every call

**Situation:** Pulse needs to record and audit every call

**Challenge:** To maintain high level of customer satisfaction

**Requirement:** A cost-effective and user-friendly call recording system

**Solution:** A computerized call recording system by Truelog

**Benefits:** Growing number of customers with higher competitive advantage

Pulse Telecom is total solution provider for networking and communication needs across Europe.

Pulse offers a range of telecommunication products like telephone and mobile systems, data networking, call recording systems, CCTV, etc. They also offer maintenance and after sales-services on these systems. Pulse Telecom has many years' experience in the telecommunications industry, providing solutions to companies of all different sizes. Much of their business is generated through personal recommendations. They provide quick and very effective product delivery and after sales service just by a phone call.

### **Situation: Eliminates the classic "He said – She said" scenario**

Pulse Telecom aims to provide the utmost customer satisfaction through their products and services – striving to provide the right service at right time. As much of their business is done over the phone maintaining a high level of professionalism on calls is pivotal in helping Pulse Telecom to maintain a competitive advantage. Pulse Telecom customer service is mostly depends on the order being placed on telephone systems. At times there are disagreements between the order placed on telephone and required service at onsite. A proof of verbal undertaking or agreement helps.

### **Challenge: Pulse Telecom partners excellence with every call monitoring**

Pulse telecom continuously strives for total customer satisfaction and maintaining exceptional services at all times. Being in a client-based business, Pulse Telecom has to maintain high level

*"Truelog is simple, reliable, cost effective and value for money. It can record on any sort of line. Provides remote access to calls. From an installation point of view - there are no problems. Truelog does everything - where others don't."*

**Graham Nicholson, Pulse Telecom**

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Of professionalism for long term client relationship. Most of their business is carried out on calls, hence to understand each client requirement accurately and also register the client talk a call recording system was need of hour.

## Requirement: Highly flexible and operational

Pulse Telecom required a call monitoring system which is not only flexible to any sort of telephone line but can do real time central monitoring for prompt and efficient customer service. The system should scrutinise every business deal and also can store data for future reference along-with various annotations. The system should be highly cost effective in usage and should not increase overheads too It needs to be flexible to any kind of software and hardware of computer systems which complements call recording usage.

## Solution: Improves productivity and performance

Truelog call recording system provided, allows call monitoring at real time basis, playing back recorded calls, high storage capacity for call data, quicker and user-friendly search and retrieval of calls, and also agent quality monitoring analysis tools. It also offers centralised call recording of various regional offices. Truelog does not require any license fees at every installation on new computer and it is compatible with most computer operating system and mobile phone.

## Benefits: Not just call recording system, but a management tool

With Truelog, Pulse telecom has got competitive advantage with better customer service and satisfaction. Truelog has also accelerated sales productivity and performance index across all departments of the Pulse Telecom. It saves money both at time of installation and while storing and retrieval of data. It also helps in optimising telephone call bills as private call frequency from employees has lowered to great extent due to its recording and monitoring of every call. As it monitors 24x7, Truelog also records unanswered calls to allow call back for potential customers, for better customer service.

Benefits to Pulse Telecom:

- > **Improves sales and after-sales service performance**
- > **Generates higher business and provides better profit margins**
- > **Helps in training staff for better customer interactions on call**
- > **Helps to serve customer with exact solutions**
- > **Helps in getting verbal client agreement due to recorded calls**

## About Truelog

Truelog Digital (Pty) Ltd, based in South Africa, specialise in the voice logging of all types of PABX and telephone systems. Truelog was launched in 2004 and has a dedicated team of developers available for rapid integration to customer requirements. Truelog provides cost-effective voice recording at any capacity. The systems can be tailored to any possible PABX or call-centre environment, providing accurate and tamper-proof management of recorded calls for the most demanding applications.

*"On lots of other products, if you want to add other users, you normally need to a pay licence fee, With Truelog that is not the case. It doesn't cost anymore money. Adding users is completely free"*

**Graham Nicholson, Pulse Telecom**

*"Truelog does real time monitoring, and it is a very rear but important feature in any call recording system"*

**Graham Nicholson, Pulse Telecom**

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