



## **Belko Canada**

SIMPLE, RELIABLE AND COMPLETE

Belko Canada was stuck. The fitness equipment supplier needed a reliable way to monitor, review and store telephone calls made in its call center.

Belko Canada had already tried a variety of products for voice recording, but to no avail. Tape recorders added extraneous noise to the recordings. The all-in-one solution that it tried was inordinately complex making call retrieval difficult. In an attempt to leap this brick wall, Belko Canada's IT and Communications Manager, Jordan Lariviere, sought advice from Belko Canada's service provider. The service provider suggested The iDVR system was the complete yet efficient solution since it integrated into Belko Canada's Nortel Networks Meridian 1 PBX.

"iDVR was the tool that was missing," Mr. Lariviere said.

Belko Canada uses iDVR to meet a wide variety of business needs, from monitoring sales calls (real-time and after the fact) to measuring quality and customer service effectiveness. The ability to use actual calls in agent training simplifies that process. "Having agents say, 'Here, listen to this call. I want you to use it for training' is a really nice thing," Mr. Lariviere said.

Prior to installing iDVR, the task of monitoring potential abuse of Belko Canada's long distance network involved reviewing paper telephone bills. The iDVR search feature has streamlined that. By simply displaying calls according to the value in the Dialed Number Identification Service (DNIS) column, which identifies the number dialed to initiate the call, managers now can identify inordinate amounts of time spent on calls to particular telephone numbers, listen to the calls in question, and identify misuse of the system. Belko Canada's managers, using iDVR, are now armed with proof not previously available with other systems.

TelStrat's iDVR helped Belko Canada transform its call center into a reliable and efficient communications operation by resolving its business requirements with a cost-effective solution.

