



## **Sterling Bank of Houston**

**SUCCESS – BANK ON IT!**

Lloyd Warren is Telecommunications Manager for Sterling Bank. He explained that Sterling was seeking a call recording solution with “the ability to duplicate recordings onto a DVD to be used in any legal proceeding that may arise because of a dispute.” Mr. Warren said they’re very pleased with iDVR’s performance. “The quality of the recordings is excellent,” he said. “It’s really been doing a very good job.”

The bank needed a way to reliably document telephone transactions. “We do a lot of personal telephone banking,” Mr. Warren explained. “In the past, we’ve had customers call and want, for example, to complete a wire transfer. And then they forget after three or four days that they had it done. We’ve had to go back to the recording to show, in fact, that they did call in and did provide us with the access code and they did authorize the transaction.”

Sterling Bank also implemented iDVR for quality control purposes, to ensure their call centers were using the proper language, the correct terminology and that they were helping customers through everything that they asked about. Mr. Warren said Sterling’s Call Center Managers “will go back and review conversations that their associates have had just for quality assurance, to make sure that they’re doing everything that they’re supposed to be doing and that the customer is satisfied when the call is terminated.”

“We also have iDVR on our Help Desk for our internal customers, and the same thing happens there,” he said. “Managers will go back and they’ll review to make sure that the internal customers are getting the service that they’ve asked for.”

The iDVR system enables Sterling Bank to deliver quality and reliability as a part of its internal and external success.

