



LiquidVoice
Smart business analytics

BEST PRACTICE GUIDE:
LEVERAGING INTERACTION
RECORDING AND ANALYTICS
WITH MICROSOFT TEAMS

The Need To Record Microsoft Teams Calls

Microsoft Teams has rapidly become the collaboration platform of choice for many organisations both large and small. It not only enables internal teams to collaborate, but through its ability to seamlessly connect with the telephone network, it is becoming the standard corporate communication platform supporting both Unified Communications and Contact Centres.

For those organisations operating in regulated industries, there still exists a need to record and retain calls regardless of whether these take place on a traditional telephony platform or utilising Microsoft Teams. Likewise, for those organisations that are leveraging Microsoft Teams in their contact centre or customer-facing departments, there is considerable value in recording calls for quality monitoring and to manage the customer experience.

Whereas standard capabilities within Microsoft Teams to record a meeting exists, this is aimed at supporting collaboration, retaining a meeting recording in the Microsoft cloud for 14 days for reference, or for those who could not attend the meeting live. It neither provides the robust interaction capture and retention required for compliance, nor the rich quality management and analytics capabilities required by contact centres.

This best practice guide walks you through the options available to you for capturing, retaining and analysing voice and video calls within Microsoft Teams and the value delivered to your organisation.





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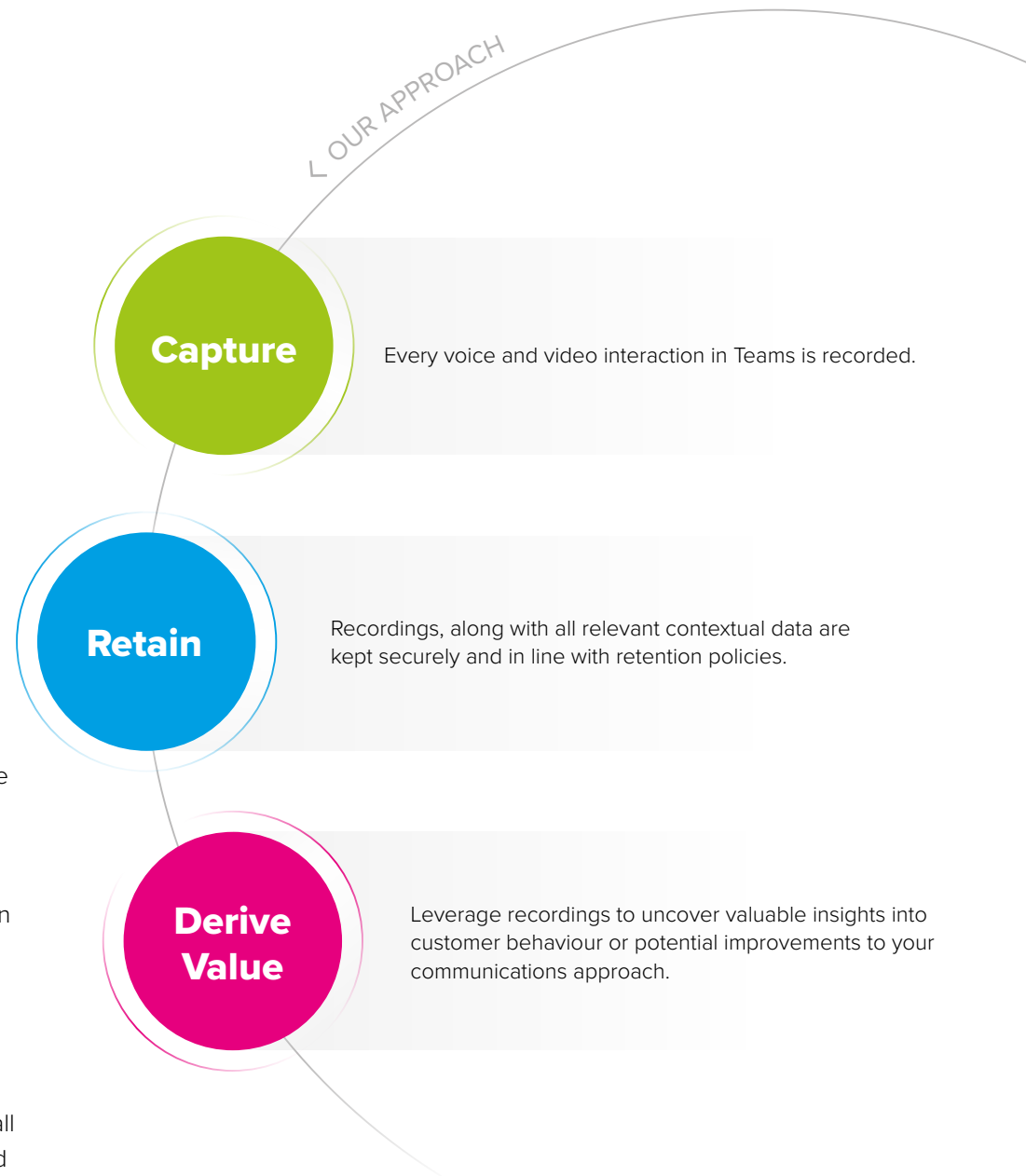
Step One - Recording Voice & Video in Microsoft Teams

Like any telephony or communication platform, it is possible to capture the voice and video streams within Microsoft Teams. At Liquid Voice we have created a connector that is able to capture voice and video interactions taking place as both internal and external calls as well as providing the capability to fully capture the voice and video from Microsoft Teams meetings.

This enables you to leverage the full suite of interaction recording and analytics solutions that we offer including real-time transcription, compliance and quality management, and speech analytics.

By complementing Microsoft Teams with a specialist recording application, you gain the flexibility of where these recordings are retained, either in our private cloud, your cloud or indeed utilising your on-premises storage. You also have control over how long recordings are kept, defining retention policies based on your compliance needs or best practices.

With the ability to record and tag the interactions taking place within Microsoft Teams, you then have the ability to utilise all of the applications available to analyse and utilise these recordings to add value across your business. We will expand on these capabilities in the following pages.





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Step Two - Recording For Compliance

In regulated industries you are required to record all interactions related to a customer or a transaction. It has also become best practice within non-regulated sectors to record calls in order to create a full record of each transaction in order to support dispute resolution.

Ensuring that you not only capture the conversation with the customer, but also any internal dialogue associated with the transaction is key and we enable this by recording both internal and external voice and video calls. We also enable you to comprehensively tag each recording allowing you to quickly and easily search

for the recording you want to review and to link multiple recordings across a transaction together to enable you to reconstruct the end-to-end journey in chronological order.

With each conversation captured, it is then possible to leverage transcription and analytics in real-time to drive best practice. Calls can be analysed against your compliance policy and exceptions flagged. Indicators of customer vulnerability can be detected and the relevant workflow triggered and transactions over time can be analysed to spot trends that would normally be missed when reviewing each call individually.

OUR APPROACH

Capture

We enable you to capture both the conversation and the user screen to record not only what was said, but also what was entered into your systems.

Analyse

We make it possible to transcribe and analyse interactions in real-time to ensure that every transaction complies to your policies.

Act

Our real-time dashboard provides you with comprehensive visibility and instantly flags potential cases of non-compliance or customer vulnerability.

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Step Three - Recording For Contact Centres

Whether you are utilising Microsoft Teams as your main contact centre platform or as an internal tool to support agents, having the ability to record the interactions taking place within MS Teams is important.

To truly capture what is happening in your contact centre you need a solution that is able to record both external and internal interactions regardless of whether these are taking place within Microsoft Teams or a blend of Microsoft Teams and a specialist contact centre platform. The Liquid Voice platform uniquely enables you to do just

that with connectors into both Microsoft Teams and the leading on-premises and cloud-based contact centre platforms.

It is not just about recording calls in a contact centre but supporting those key capabilities such as agent screen capture and PCI DSS compliance. It is also being able to gain value from analysing each conversation in order to manage quality and agent performance, ensuring compliance, and unlocking the potential insights contained in each conversation through speech analytics.

OUR APPROACH

Record & Tag

We capture every customer interaction across all your communication platforms and comprehensively tag every recording.

Quality & Compliance

We enable you to automatically review every conversation to manage quality, agent performance and ensure compliance.

Analyse & Act

We provide you with the capability to analyse customer interactions, spot trends and act on the valuable insights.



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Step Four - Consolidating Legacy Recordings

When migrating to Microsoft Teams or to other premise or cloud-based communication platforms you are left with the challenge of how you retain and manage historic recordings from your old platform.

Maintaining recordings in legacy platforms is not only inconvenient but can be costly. You also have the challenge that many of these recordings pre-date changes in data protection legislation such as GDPR, PCI DSS, and regional data protection legislation and as such are non-compliant. The best approach is to migrate these recordings into your new platform to create a single repository of both current and historic recordings.

We strongly recommend that when ingesting historic recordings into a new platform that organisations take this opportunity to ensure that these recordings are both secure and compliant. We utilise speech and transcription tools to inspect each recording and ensure compliance against legislation and your retention policy. We are able to redact sensitive data, remediate toxic data and ensure that every recording is encrypted.

OUR APPROACH

Define Legacy Data Rules

We work with you to understand the legislation and best practices that you are looking to comply with and create a consolidated set of policies for your legacy data.

Analyse & Understand

We leverage our Smart Analytics to look inside each recording, understand what information is contained in each interaction and apply your consolidated data policies.

Remediate & Secure

Our smart tools and process automation enables us to take the necessary action on each recording, redacting sensitive data, remediating toxic data and securing it through encryption.



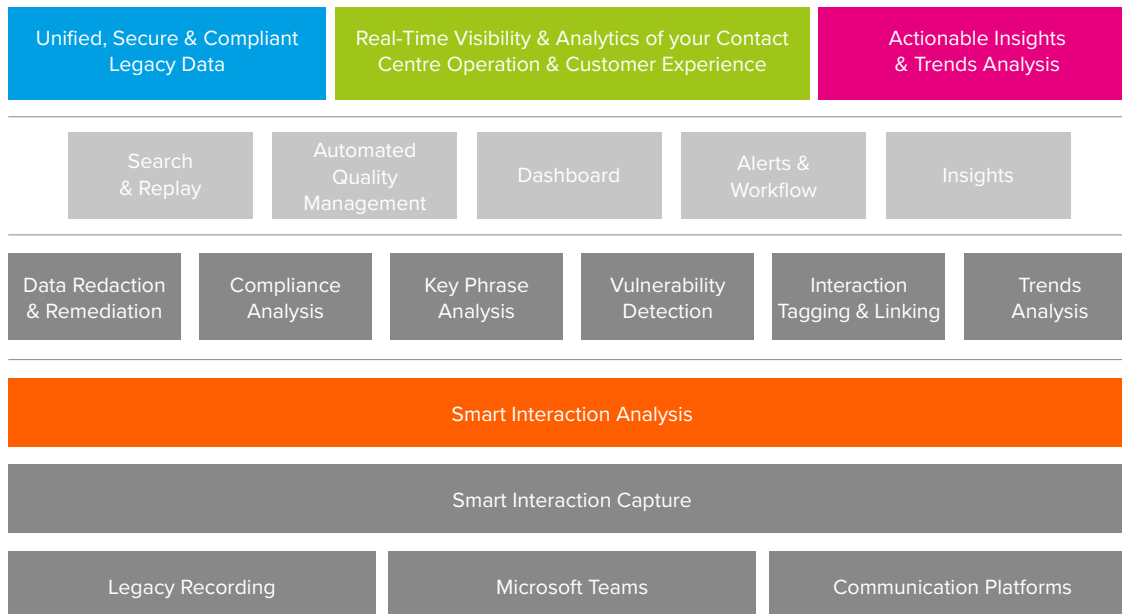
Simplifying the Complex

At Liquid Voice we see our value as simplifying the complex. We understand that every organisation has different compelling needs to record interactions and have a mixture of past and present communication platforms. We have also been quick to recognise the importance of Microsoft Teams in the way our customers collaborate, both internally and externally, and the need to record interactions over this platform.

Our solution provides you the flexibility to record voice, video and meetings within Microsoft Teams as well as capture interactions taking place over other platforms and to leverage the comprehensive suite of applications we provide to ensure compliance, drive quality and gain value from analytical insight.



Liquid Voice **SmartEvidence** for Microsoft Teams



Driving Efficiencies

By understanding the end-to-end customer experience and driving continual improvement around agent performance and first contact resolution.



Reduce Risk

By ensuring that every interaction is compliant and ethical and having an effective tool to spot and address indicators of customer churn.



Deliver Value

By unlocking a wealth of insights and trend analysis that can positively impact not only operation performance but also the experiences you deliver for your customers.



How We Help You

Liquid Voice brings a wealth of experience of helping contact centres across the public and commercial sectors. We understand the challenges you face and have designed our solutions to specifically address these.

Advise

We apply this experience to quickly understand your specific needs and advise you not only of what is possible but what would deliver the outcomes that you are looking for. We work with your team to analyse the detail, leaving no stone unturned and architect a solution that fully meets your requirements.

Enable

Our technical expertise enables us to quickly provision, configure and customise your solution while minimising operational disruption. And with the ability to deploy as a cloud service or as an on-premises solution, we align with your current architecture and IT strategy.

Manage

Versed in supporting mission critical environments, it goes without saying that we deliver exceptional support, available 24x7. We also take this one step further by offering a comprehensive range of managed services that enables us to reduce the burden on your internal teams and provide cost-effective proactive management of your environment.

About Liquid Voice

Liquid Voice helps organisations to deliver a compliant, ethical customer experience.

We do this through exceptional Interaction Analytics that enables you to inspect every conversation whether they be voice or text- based. We then provide a range of applications that turn these powerful analytics into the insights that drive what is important for your organisation.

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