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Mid-size roofing company protects their bottom line by using call recording to prevent unnecessary disputes.

Situation

In the roofing industry, unique challenges demand a meticulous level of attention to detail. This is a critical factor that significantly impacts the revenue and ultimately the success of each roofing project. Things like the weather, scheduling of projects, and late payments are just some of the challenges that are constantly at play.

This roofing company had a firm hold on the challenges they could control but had been plagued with a series of customer disputes that had impacted earnings and consumer ratings. The majority of the complaints at the top of the list were involving materials delivered to the customer site that the customer said were not what they ordered; color, size or even type of roofing tile. They had no call recording capability which made it impossible to go back to the conversation and confirm where the error had occurred.

They needed a solution that could help them address these types of disputes quickly because the costs associated with these disputes were detrimental to the cash flow and sustainability of the company.

Use Case

- Scalable cloud-based call recording
- Platform agnostic solution
- Quick search and retrieval of recordings
- Recording from mobile and desk phones

Solution

Having heard of CallCabinet's solution from their telephony partner, the partner approached CallCabinet to explore a cost-effective solution for their customer that could be deployed across their mix of calling, mobile and unified communications platforms.

CallCabinet demonstrated the extensive capabilities of their entry level solution that delivers cloud-based call recording to any device, across any calling or conferencing platform. Soon after deployment, the roofing company noted a rapid decline in customer disputes due to the ability to quickly retrieve any recorded call by keyword, date, employee and a range of other identifiers. The roofing company now immediately confirms what was ordered by revisiting calls associated with the customer and largely avoids having to absorb costs of unwanted material, or identifies where employee training is immediately necessary.

The future scope of CallCabinet technology deployment is planned in the coming year to include PCI DSS redaction, further ensuring the lowered risk to the customer and to the business.

bsi ISO/IEC 27001 Information Security Management CERTIFIED

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