

## Cackle signs Call Catch agreement

By Contributor, Friday, 5<sup>th</sup> August, 2011

Cackle Telecommunications has signed a distribution agreement with 247 Distribution Ltd for the Call Catch voice recording software. It's the next generation in voice recording software.

Its development has been aimed at simplifying the call recording market, with user-friendly software at affordable prices. As compliance needs increase within the contact centre industry, this product has the perfect application for smaller businesses in New Zealand. Depending on a company's size and their needs, there are various platforms for use from local installed hardware to a hosted user-pays version on a monthly basis.

Stephanie Barbee, Call Catch Sales Manager, Chicago, said at a recent training session in Auckland, "This is an exciting time for us because New Zealand has shown a high degree of uptake of cloud services, and this is just the beginning. We couldn't have hoped for a better fit for our voice recording products."

The system is particularly useful for integrating various data, along with call recording and matching them in a simultaneous recording of audio and visual events. Call centre and customer service managers can integrate their quality assurance and training material into the Call Catch software and measure their staff's performance against key performance indicators, regardless of the type of training material file type. They can even deliver real-time, performance indicators to agents, which have major and positive impacts on productivity.

Barbee says when a user logs in to the web portal they see their personal dashboard of indicators, which has live updates every few minutes. Call Catch has moved voice recording beyond the realm of compliance and regulatory departments, to be a business tool in demand from finance, operations, training, sales and customer service departments, across all industries.

Mark Cooper, Director - Cackle Telecommunications says, "Our future is exciting. We've taken key strategic steps to streamline our product offerings to ensure we have a strong future in the telecommunications industry. The Jabra, Trillium and Call Catch products are perfectly complementary."