

Introduction to Sense

What Sense can do for you

About Retell

Retell has manufactured telephone recording equipment since 1986. We are an ethical, well capitalised and financially secure privately owned U.K. company. We focus on developing reliable, innovative products and services that are designed to improve the business performance of our customers.

Our products are used extensively by banks and building societies, financial institutions including stockbrokers, traders and dealers, loan and credit companies, Turf Accountants, Local and Central Government, insurance companies, Housing Associations, storage companies and many small, medium and large businesses.

“Retell’s sales and support teams are industry professionals with a vast experience and knowledge of call recording and call management. This knowledge and our range of solutions is your guarantee of impartial, high quality advice.”

About recording

To record telephone calls hardware needs to be connected where the call is passing through. This could be between the PABX and the network termination box where the lines enter the building. It is also possible to record between the PABX and extensions if internal calls need to be

recorded. This is generally the most expensive way to record as manufacturers need to reverse engineer the proprietary secrets of every type of handset available.

Many call recording suppliers buy their hardware from one source and software from another. Retell are one of

the very few call recording companies in the world that make our own hardware as well as software and so have control of the intellectual property rights and implementation of exciting new features.

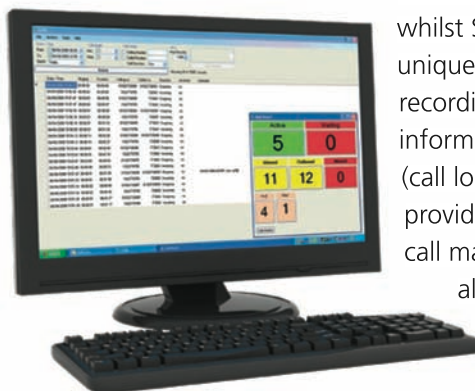
About Sense

Our knowledge of customer requirements and experience over the years has helped us to develop the Sense Call Recording Platform. Sense is

unique, realistically priced and will work on any type of PABX thereby protecting your investment.

Sense Client is a trunk side recorder with wallboard option whilst Sense Call Analyser is a unique call management and recording system that utilises information from the SMDR (call logging) port of a PABX to provide extension information, call management and reporting all viewed and replayed in one screen.

Many companies are enjoying the benefits of this unique system including Best Invest (Brokers) Ltd, Carlyle Finance, Chippenham NHS, Cornish Mutual Assurance Company Ltd, Credo Management Services, Lloyds TSB, Dairy Crest, First Point Insurance Management, IIU Capital, Heavy Duty Parts Ltd, MET Parking Services, Access Self Storage and a rapidly increasing range of businesses in the U.K. and Europe.



Makes Sense

Out-sell and out-service your competitors

Sense Call Recording and Call Management

Proven business results for a rapid return on investment.

Reduce Costs

Less errors, complaints and misunderstandings

More new customers

Improve the quality of inbound and outbound calls

Improve customer retention

Monitor conversations, train to improve listening skills

Increase transaction values and frequency

More up selling and cross selling calls

Happier Staff

Protect against abusive callers and improve staff retention

Minimise Liability

Protection against unreasonable or negligence claims

Value your best people and upskill

Use your very best calls to accelerate training and learning

Comply with Regulatory requirements

Prove best practice and comply with the FSA and other regulatory bodies

Need the proof? Ask for a no-obligation visit or check our Return on Investment Calculator.



Common Sense

For Owners and Directors

In this competitive world it makes sense to record your calls to ensure that your hard-won orders are captured precisely. Misheard instructions or incorrect delivery information will result in wasted time, effort, money and perhaps even damage a reputation you've spent years building.

Retell's call recording system Sense is available with a unique integrated call management interface called Call Analyser. Sense is part of an ever-enlarging family of products produced by other independent companies which are developing around the Sense platform. These include integration with the systems of leading PABX (telephone system) manufacturers, CRM (Customer Relationship Management) suppliers, call management suppliers and automotive industry software providers.

“As a foreign exchange broker, we see our clients buy at least £100,000 worth of foreign currency at a time over the telephone. On one occasion alone during the first month we saved £600 by checking exactly what we said on the phone. There have been a number of other occasions where disputes have been resolved quickly and painlessly, including one with our bank.”

Foreign Exchange Brokerage

Ideal for

- Solving costly disputes and avoiding litigation
- Improving your employees' call handling skills
- Identifying your most and least productive employees
- Identifying lost business due to missed or slowly answered calls
- Ensuring order taking is accurate and delivery instructions precise
- Managing your staff resource effectively by identifying busy call periods
- Proving unreasonable claims relating to customer harassment of staff
- Complying with the requirements of regulatory authorities
- Eliminating misuse through unproductive or personal calls

Features

- Call Management, reporting and replay all from one screen
- Easy call retrieval through caller and extension identification
- Exclude any extension from being recorded or played back
- Live call progress including answering times and abandoned calls
- Calls are password protected and encrypted for tamper proof protection
- Firewall option to protect against toll fraud
- Employees have access rights to calls as determined by you
- Record your own calls and replay professional advice
- Identify geographical location of calls and call costs
- Low entry cost-test the benefits with short term rental
- Reduce capital expenditure through leasing with tax advantages
- Works with any phone system to protect your investment



Perfect Sense

For Sales and Customer Service Managers

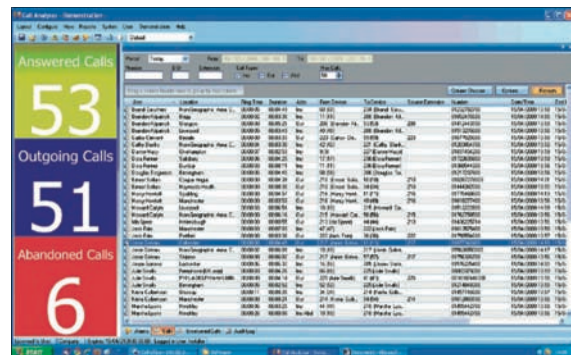
It makes good sense to monitor and coach your employees in order to improve their performance on the phone. Use well handled, positive, recorded calls as examples of the standards you require and watch morale grow, your customers' experience improve and the company prosper.

Retell supplies products to support the smallest of customer service operations to major call centres. Our systems can also include agent evaluation and appraisal software, screen capture, automatic client reports and much more. Retell's Sense is part of an ever-evolving family of products produced by other independent companies that are developing around the Sense platform. These include integration with the systems of leading PABX (telephone system) manufacturers, CRM (Customer Relationship Management) suppliers and call management suppliers.



Ideal for

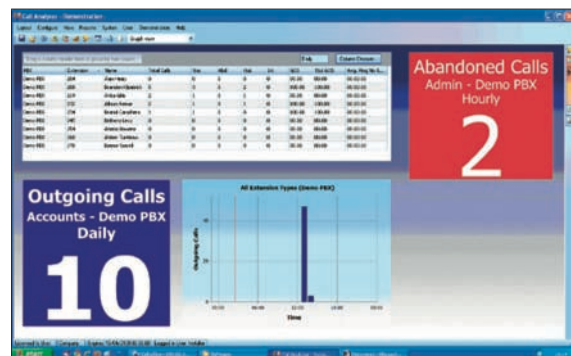
- Improving the call handling skills of your employees
- Identifying productive and unproductive employees
- Improving customer satisfaction, loyalty and retention
- Cultivating a happier environment through positive feedback
- Accelerating training and learning especially for new starters
- Identifying busy periods and allocating staff resources effectively
- Protecting staff against abusive callers and harassment from customers
- Proving 'who said what' in a dispute and avoiding costly investigations
- Avoiding gifts or costs associated with pacifying unreasonable customers



Features

- Call recording, replay, management and reporting all in one screen
- One click on column header to identify extensions, locations, caller ID
- Password protected access to recordings with pre-determined user rights
- Live wallboard screen showing call activity by organisation, group or employee
- Call result coding to identify customer account or successful/unsuccessful calls
- Bespoke reports on lost, slowly answered calls and abandoned calls
- Search filter includes Caller Line Identity (CLI) and dialled number
- Automatic warning indication of unwanted call activity or costs
- Easy identification of most productive groups or employees
- Staff can replay their own calls locally for clarification
- Stereo playback of calls for clearer sound quality

Create your own real-time views - by individual, team or company



Investment Sense

For Finance Directors and Compliance Managers

Call recording is an essential part of business life for thousands of companies. In fact it is a regulatory requirement for many in the finance, security and insurance sectors. It makes sense to protect your company against costly, time consuming 'who said what' disputes. Sense is designed to record and manage your calls leading to improved business performance and a rapid return on investment.

Retell is more than a call recording company. Our mission is to make business life easier with a range of products designed to improve performance. We supply products to every type of industry and every size of business and offer a range of ownership options that will reduce capital expenditure and return your investment rapidly.

“ Good quality recordings of voice conversations and of electronic communications assist firms and the FSA in the detection of inappropriate behaviour, and its investigation and punishment. From March 2009 many traders, dealers, hedge fund managers and brokers will be required to record their phone conversations. ”

Financial Services Authority

Ideal for

- Eliminating unnecessary and costly concessions to customers
- Completing more transactions properly and less transactions twice
- Avoiding time consuming disputes or the potential for litigation
- Reducing aborted deliveries due to inaccurate order details
- Complying with Financial Services Authority (FSA) regulations
- Avoiding punitive measures by the FSA due to non-compliance
- Replaying professional advice with no additional costs
- Restructuring your business process by replacing note taking

Features

- Choice of system-choice of cost
- Low entry cost with short-term rental
- Leasing to reduce capital expenditure and increase tax advantages
- Low cost, easy expansion with no practical or artificial limits
- Save on installation, your IT Manager can install, or we install
- Blackberry & Windows mobile recording option
- Check the costs savings on our Return on Investment calculator



Technical Sense

For IT and Comms Managers

Retell has partnered with the world's largest supplier of ISDN stacks to provide the quality and robustness that is required in the telephony world. We have complete control of all the code, giving stability, reliability, and the ability to integrate and tailor features to individual customer requirements. Sense can be purchased as a full recording system with server and software or as an interface to connect into customer supplied hardware.

Retell has a recording system covering every customer requirement including DASS2, DPNSS, QSIG, SIP trunks, digital, VoIP, analogue extensions and mixed protocols. A Sense integrators guide is available on request for major integrators.



Interface fits in DVD drive bay



Information

- ISDN 30, ISDN 2, analogue and SIP integrated recording
- BlackBerry and Windows mobile recording module
- Sense recording interface only or full system with server
- 240 channels per PC with any combination of PRI, BRI and analogue
- Compressed and 3DES encrypted recordings as standard
- Full D channel decoding for dialled and called numbers
- Same hardware family for ISDN 30, ISDN2, analogue
- Easy expansion with same software for one to hundreds of channels
- Each Analogue interface accommodates 8 lines
- Each ISDN 30 E1 interface accommodates 30 channels
- Each ISDN 2 BRI interface accommodates 4 lines/8 channels (4 ports)
- SQL Server 2005 Standard Edition option
- SQL Server 2005 Express Edition not limited by the 4Gb limit
- High impedance parallel tap mode as standard
- Interface connects to PC by USB 2.0
- Supports Windows XP Server 2003 & Windows 7
- Call for Sense server specification
- Firewall option

Options

Sense Client Interface:

- Easy self-install for line side recording
- Integrate with your own storage media
- Same form factor as a standard DVD/CD drive bay
- Designed to be intuitive to use without training
- Unlimited client licences as standard
- Live wallboard feature with call statistics
- Live calls in progress showing ringing time, duration and abandoned calls

Sense Call Analyser:

- Full system with integrated call management
- Includes server, TFT monitor, keyboard and mouse
- Call management, reporting and playback in one screen
- Identify extensions, geographical location, call costs and toll fraud
- Utilises information output from the SMDR (call logging) port of the PABX
- Alarms alerting user to disconnection or power failure and toll fraud





Call Recording Made Easy

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Features may be subject to the options chosen