



CUSTOMER SUCCESS STORY

Nextiva Brings Call Recording to the Masses



Nextiva is one of the country's leading providers of cloud-based, VoIP business communication services. The company delivers "Fortune 500" phone/call center services at start-up prices and serves thousands of small-to-midsize companies across the United States.

Challenge

There are many call centers today (supporting small businesses) operating with only a handful of agents. These emerging businesses have limited resources but many of the same customer service needs as bigger organizations. For instance, they need access to cost-effective Internet telephony (VoIP) service, call recording functionality, and other capabilities.

Solution

Leveraging the Broadsoft telephony platform and OrecX call recording software, Nextiva is bringing these much-needed call center technologies to small to medium-sized businesses through the cloud, at a price point they can afford.

"Our goal is to provide emerging businesses with a comprehensive and attractive call center solution they can count on," said Mary Miller, Nextiva's Director of Marketing. "In order to fully support our clients' needs, we have dramatically enhanced our NextOS platform. This call center solution now includes a variety of new features, including call recording, call queuing, call parking, agent mobility, and more."

The added call recording capabilities, in particular, come from OrecX's Oreka TR (Total Recording) software. This extremely affordable, maintenance-free, SIPREC-compatible software allows this award-winning VoIP provider to arm its clients with the critical customer service, compliance and risk management capabilities they require.

Miller continued, "The specific addition of OrecX call recording to our solution portfolio is to support our customers' need for quality and training feedback, as well as the continuous improvement of their customer experience. Call recording helps emerging businesses accomplish both goals."

Success

“We recognize how important call recording is to businesses today – in terms of customer service and compliance. Our clients have been asking for it, and we knew we had to find a full-featured call recording solution that provided all of the functionality these firms required, at a price they could afford. For these reasons, we chose OrecX, and we offer it very cost effectively through the cloud.”

“We consider the OrecX software to be a critical component of our portfolio moving forward. It gives us a much more compelling and comprehensive solution to offer our clients. We feel confident that we now have the robust portfolio we need to further grow our client base significantly.”

