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**VOIP Call Center Recordings Are Easier To Do And Even More Valuable To Your Business**

Broomfield, Colo. – Monday, 27 March 2006 – Ray Lucchesi, President of Silverton Consulting ([www.silvertonconsulting.com](http://www.silvertonconsulting.com)) will be speaking at SNIA's Storage Networking World ([www.snwusa.com](http://www.snwusa.com)) in San Diego, April 3-6. His presentation topic is on how to record VOIP traffic, how to store the recordings, and what to do with them.

Midsized contact centers handle about 10 million calls per year. Trapping and recording voice traffic is easier than ever with the new VOIP technology and much simpler than recording voice using old analog technology. A typical call center may consume up to 40 TBs of storage to record 100% of their calls. Most call centers retain much less than this but even 10% is a sizable amount of data.

Voice recordings represent a massive treasure chest of undiscovered customer interactions. Analysis tools are available that can identify callers that use any term in a limited set of keywords. Phonetic tools exist today supporting unlimited vocabulary but with less accuracy. In addition, stress analysis tools exist which score the stress level of the caller and can be used to drive special handling of a voice recording.

Most voice recording analysis is done offline, after the call but some state-of-the-art contact centers are doing this while the caller is on the phone. Even more capabilities are coming out over the next 5 years as IBM and Microsoft continue their R&D investments in this arena. The intent is that someday a 100% transcription of a call would be available at that time it looks just like IM or email and can be mined just as easily.

If you want to learn more about VOIP Voice Recording please attend Storage Networking World or contact Ray Lucchesi directly at +1-720-221-7270.

ABOUT Silverton Consulting, Inc. - Silverton Consulting is a Strategy, Storage & Systems consulting services company, based in Broomfield Colorado, offering products and services to the data storage community.

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