

FOR IMMEDIATE RELEASE

CONTACT:

Ray Lucchesi

Silverton Consulting, Inc.

720-221-7270

[info@SilvertonConsulting.com](mailto:info@SilvertonConsulting.com)

[www.SilvertonConsulting.com](http://www.SilvertonConsulting.com)

**Building Business Intelligence from VoIP Call Center Recordings**

Broomfield, Colo. – Friday, 6 April 2007 – Ray Lucchesi, President of Silverton Consulting ([www.silvertonconsulting.com](http://www.silvertonconsulting.com)) will be providing a tutorial at Storage Networking World ([www.snwusa.com](http://www.snwusa.com)) in San Diego, April 17-19. His tutorial is on how to record VoIP traffic, how to store the recordings, and how to mine them to gain business intelligence.

Voice recordings represent a massive treasure chest of customer interactions. Analysis tools are available today that can identify callers that use any term in a defined set of keywords. Phonetic tools also exist 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 recording.

Most 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 – when this is ready transcriptions can be mined just as easily as email or office documents.

Midsize contact centers handle about 10 million calls per year. Capturing and recording voice traffic is easier than ever with new VoIP technology. Typical call centers would consume 40TB of storage each year to record 100% of their calls but most retain more like 10% or 4TB/year. The size surprises most new call centers and planning how to manage this effectively can take some effort. This tutorial will help anyone considering VoIP voice recording

To learn more 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.

###