

## ***PRESS RELEASE***

11th January 2010

### **TOLLRING ANNOUNCES THE LAUNCH OF ITS NEW CALL RECORDER**

#### **Tollring dramatically reduces the entry cost for call recording, without compromising on features.**

Tollring has been working to lower the entry cost of call recording, without compromising on features, for some time now - and the new Tollring Call Recorder achieves just that. At £3,000 RRP including 12 months support, Tollring's reseller channel now has the ability to gain access to fully-featured call recording which suits all sizes of business.

The Tollring Call Recorder is not only extremely competitively priced, it also offers all of the features that customers expect and need. It is an entirely standalone solution that can record up to 30 ISDN channels, with no PBX integration required whatsoever. Call recordings are fully encrypted, making them legally admissible in court, and users also have the ability to start/stop recording from the handset, to comply with regulations surrounding the recording of credit card numbers and so on.

The user-friendly dashboard enables current calls to be viewed in real time and historical call recordings to be searched for by incoming CLI or by the DDI called. It also includes the option to "score" calls using the Agent Evaluation module, giving managers the ability to mark a recorded call against a set of predetermined questions and then give an overall score at the end - all managed via the Call Recorder dashboard.

Notes or extension tags can be added to historical call records if required, and there is also the ability to generate numerous report types - for example DDI and trunk utilisation, most frequently dialled numbers or daily call analysis. Tollring will also shortly be adding the ability to "break in" to calls to allow live monitoring, if customers need this facility.

Commenting on the launch of the new Tollring Call Recorder, Sales Director Simon Whatley said: "The value of call recording as a business tool is now far more widely understood by all types of organisations, especially within the SME marketplace where historically it was not even a consideration due to its high price tag. Given its features and the reseller price, the new Tollring Call Recorder is the only offering of its type available to the channel at the moment.

With the nearest competitor product being around 50% more expensive and offering far fewer of the features which we know that end customers are looking for, there has never been a better opportunity to generate new revenue and enhanced margins from call recording."

This makes it a great time to focus on offering call recording to both new and existing customers.

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#### **About Tollring**

Tollring uniquely delivers software and technology-enabled services to help organisations manage, understand and control their fixed and mobile communications resources. Tollring's comprehensive suite of applications includes Call Management, Call Recording and Communications Resource Management.

Tollring's products and services are available through a number of trusted resellers, distributors, manufacturers and ICT service companies. Many of these organisations have their own branded versions of Tollring's products under the "Powered by Tollring" programme.

#### **For further information please contact:**

Tony Martino  
Managing Director, Tollring  
Tel: 01895 478851  
E-mail: [info@tollring.com](mailto:info@tollring.com)