



SPOK[®] CALL CAPSURE

On-Demand, Mobile Call Recording



EXPANDING THE POSSIBILITIES OF CALL RECORDING IN YOUR ORGANIZATION

Many organizations today use some form of call recording in their contact centers for managing quality assurance. However, this technology is often overlooked as having few applications outside the operator group—and something that is perhaps cost-prohibitive and obtrusive for others in the organization.

However, with the need to keep track of important details both at the office and while on the go, the uses for call recording have expanded beyond the contact center. There are endless reasons for recording selected phone calls, ranging from documenting oral agreements, to relaying complicated technical information, to having a simple memory aid in lieu of taking notes.

CONSIDER THESE ON-DEMAND CALL RECORDING SCENARIOS

The ability to record your call makes situations like these easier to manage.



Imagine being on the phone with a customer and struggling to answer her detailed technical questions. You need to deliver the information to an engineer for assistance.



Perhaps you're in an airport while on a conference call and are unable to take notes while rushing through security.



What if several key members of your team are unable to attend a conference call about a new procedural requirement, and you'd like to make the meeting available as a podcast?

SPOK® CALL CAPSURE: MOBILE, ON-DEMAND CALL RECORDING FOR IMPROVED COMMUNICATION

Spok Call CapSure is a system for recording phone calls on-demand at a fraction of the cost of most call logging systems. Spok Call CapSure allows the recording, documentation, archival, and email delivery of call content from any phone, anywhere, at any time.

Spok Call CapSure empowers staff members outside the contact center to record calls on-demand. The advent of the mobile workforce has introduced a new concept in telecommunications: the portable phone call. Because wireless devices have enabled business to take place just about anywhere, Spok Call CapSure is particularly useful for those on the go. Mobile recording enables your team to transition the workday seamlessly from the office to the road.



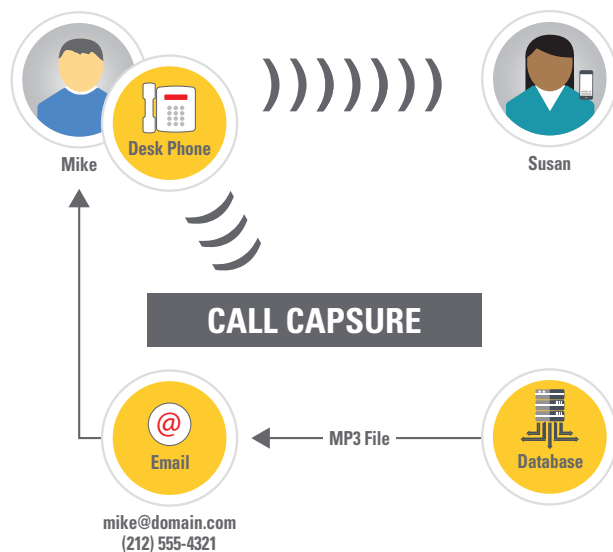
Spok Call CapSure recordings are playable in any standard Windows® media player.

KEY FEATURES	KEY BENEFITS
Integrated PBX enhancement	<ul style="list-style-type: none"> • Provides all users of your existing telecom network with on-demand recording capabilities • Less costly and easier to deploy than full-time call logging systems
On-demand mobile call recording from any phone	<ul style="list-style-type: none"> • Enables mobile employees to document conversations while traveling • Gives call recording capabilities to anyone from any phone, anywhere
Easy call sharing and archival	<ul style="list-style-type: none"> • Simplified sharing of call content throughout an organization or across the world • Sharing a phone conversation with someone outside the discussion just by forwarding an email
Introduces new applications to old technology	<ul style="list-style-type: none"> • Transforms any cellular or wireless telephone into a mobile dictation device • Retains employee privacy—the decision of what to record is in the hands of the user

HOW SPOK CALL CAPSURE WORKS

Spok Call CapSure adds the feature of call recording to your existing telecommunications network by using your PBX's third-party conferencing capability. Once a user begins recording a call from his or her desk, cell, smartphone, or home phone, all audio is captured in a compressed .wav file. At the completion of a call, this file is emailed to the user, who may then review the call, forward it via an email to a coworker, or store it either on the network or on a portable device such as an MP3 player or USB drive.

Unlike full-time logging systems, recording on-demand does not have a heavy port requirement. This means a smaller system is capable of offering recording capabilities to many end users. Spok Call CapSure does not require wires, external devices, or installation at the telephone set. It exists instead as a network service. The possibilities for use are endless.



While on a call with Susan, Mike decides to record their discussion and conferences in Spok Call CapSure. The system knows the request came from Mike's extension, and associates it with the right email address. When the call is complete, the audio is sent to Mike's email as a .wav file attachment.

AN ECONOMICAL METHOD OF CALL RECORDING

Rather than recording all calls—whether important or not—you can use Spok Call CapSure to record only those conversations worth keeping. With on-demand call recording, this decision is yours. This selective form of recording means more people can be covered by fewer recording ports—and the cost of the system becomes far less than a full-time logging product. Spok can work with you to determine the exact number of recording ports necessary to meet your needs.

THE FULL CIRCLE OF CALL RECORDING USING SMARTPHONES

With the increased usage of smartphones, Spok is developing new applications with the latest generation of devices in mind. Call recording becomes a perfect example of how this new wave of devices can be further enhanced with Spok applications. Using the iPhone®, for example, someone can be on a phone call, engage call recording, and when the call is finished, receive and play the audio file of the conversation—all from the same device.



ABOUT SPOK, INC.

Spok, Inc., a wholly owned subsidiary of Spok Holdings, Inc. (NASDAQ: SPOK), headquartered in Springfield, Va., is proud to be a leader in critical communications for healthcare, government, public safety, and other industries. We deliver smart, reliable solutions to help protect the health, well-being, and safety of people around the globe. More than 125,000 organizations worldwide rely on Spok for workflow improvement, secure texting, paging services, contact center optimization, and public safety response. When communications matter, Spok delivers.

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