



CASE STUDY

Voice recording helps Australian Refrigeration Council understand and improve customer interactions





OVERVIEW

The Australian Refrigeration Council call centre helps tradespeople and other specialists apply for new licences and renew existing licences. It's the main point of contact for the organisation.

IT operations manager Andrew Growcott says at first the ARC deployed Dubber call recording to track the quality of customer interactions and also to help deal with abusive calls when they happened.

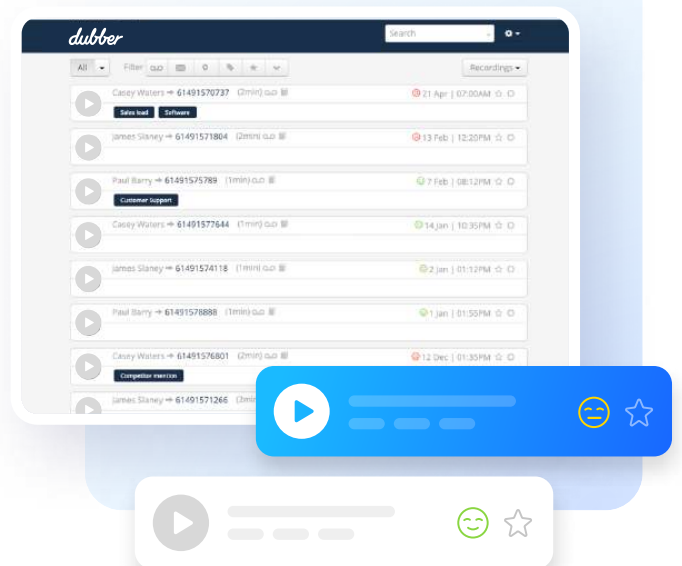
Before Dubber, managers would sometimes listen-in on difficult calls, but dealing with problems could be hit and miss.

He says Dubber was easy to deploy and get started — it runs on the Telstra TIPT calling system his organisation uses. Listening to Dubber voice recording means leaders can **quickly identify areas where team members lack knowledge and require more training.**

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ARC has expanded its use of Dubber voice recording to cover all parts of the organisation.





THE CHALLENGE

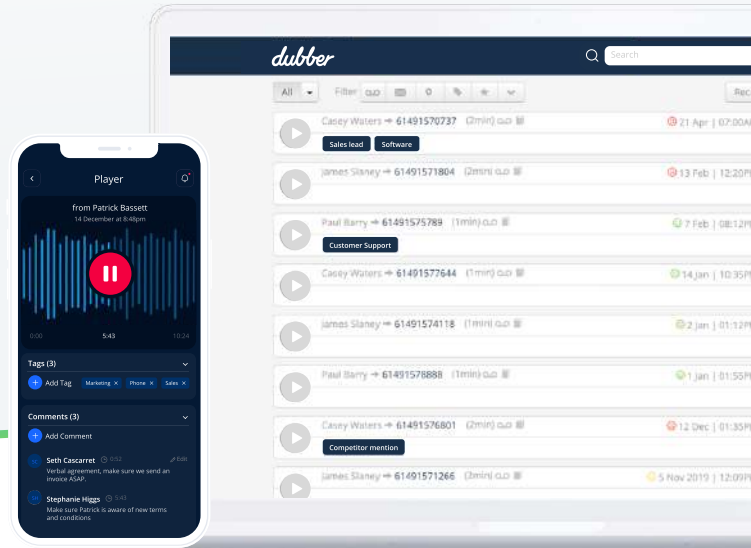
- No call recording previously.
- Needed a solution to help monitor the quality of customer interactions for staff training.
- Received abusive calls from customers that needed handling.

THE SOLUTION

- Dubber call recording and voice AI deployed on Telstra TIPT.
- This enabled 34 staff working at the office or remotely to record all customer calls.
- The Dubber platform made it easy to view the recordings and transcriptions of every call.

THE TECHNOLOGY

- ✓ Dubber Premier (Call recording and Voice AI)
- ✓ Telstra TIPT



THE RESULTS



Effective Staff Training

Insights for team leaders to coach call centre staff



Visibility of Remote Workers

Recordings of staff calls during COVID lockdown



Evidence of Abusive Calls

Can handle abusive calls effectively and for referrals to Department of Environment

“Dubber helps us track the quality of customer interactions and deal with abusive calls.”

Andrew Growcott

IT Operations Manager, Australian Refrigeration Council





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