CASE STUDY – LLOYDS TSB

CyberTech Pro call recording solution chosen by Lloyds TSB
Corporate Markets

THE BACKGROUND

As part of its large-scale move to new offices in the City of London, Lloyds TSB Corporate Markets has implemented the latest communication recording technology from CyberTech. The system is a fully integrated CyberTech Pro combined VoIP and digital voice recording platform, capturing calls and call data from 960 Cisco IP extensions over 4 floors, plus 270 IPC trading turret inputs from the global trading floor.

First hand experience of the CyberTech Pro platform was gained when Lloyds TSB Corporate Markets, part of the UK’s 5th largest bank, elected to install the recorder into its contingency centre where it was successfully shown to be a flexible, reliable solution. As a result of this successful pilot, Lloyds TSB Corporate Markets chose the system to support its telephony needs in the new premises in London. This “must have” communication recording system has come at a time when there is increasing necessity within the financial markets governed by FSA regulations to document customer interactions for verification and compliance purposes, and in the case of dispute resolution, to provide definitive evidence in a court of law.

RESILIENT, FLEXIBLE AND SECURE SYSTEM

The CyberTech Pro system completely met Lloyds TSB Corporate Markets’ specification for a resilient, flexible and secure system, and fully integrates with its existing IT infrastructure.

Nick Francis, Lloyds TSB’s Head of Trading Floor Support, Financial Markets, IT, commented: “We are very pleased with the CyberTech Pro recording solution. The ability for us to access the system from anywhere in the building via the remote administration function has made a huge difference to our ability to react quickly to any situations that may arise”.

Lloyds TSB Corporate Markets is required to keep 12 months worth of interactions available for replay and immediate access, together with archiving facilities for accessing a library of older recordings to provide evidence to substantiate advice given to clients during sales and trading transactions. In the Retail Sales trading team, for example, there are 15 staff using the CyberTech Pro system which records between 750 and 1050 communications per day.

POSITIVE FEEDBACK

The CyberTech Pro was sold and installed by CyberTech UK Ltd., the UK wing of CyberTech International.

Francis states: “Feedback from staff using CyberTech Pro has been very positive and they have taken to the system very quickly. The intuitive front end has enabled our users to take a proactive approach to retrieving and replaying their own communications recordings on a frequent basis for their own verification purposes.”
A BOUT LLOYDS TSB

Lloyds TSB Corporate Markets provides comprehensive expert financial services to businesses ranging from privately-owned firms to multinational corporations and financial institutions. As well as offering the expertise and capabilities their clients need to compete successfully in the marketplace, Lloyds TSB Corporate Markets are proud of the relationships they build with their customers. They work closely with them to understand their business and offer the best financial solutions to meet their distinctive needs.

CYBERTECH INTERNATIONAL

CyberTech International leads the voice logging and communications recording industry with global operations and offices in Europe, Asia, the Middle East and the Americas. CyberTech is among the fastest growing data communications providers and a recognised innovator of voice recording and monitoring applications. With products and services that drive efficiencies in the capture, storage, retrieval and playback of voice, radio and data communications, worldwide, CyberTech offers a suite of innovative recording technologies that enable organisations to achieve the highest levels of performance, quality assurance and liability protection while supporting existing business processes. With solutions deployed widely throughout organisations in the public safety, financial services and call centre markets, CyberTech uniquely adds value through commercial off-the-shelf (COTS) products and applications that are scalable, turnkey and easy to implement over a virtually unlimited number of channels.

According to John Ramage, Associate Director, Head of Retail Sales, Financial Markets: “My team has found the CyberTech recorder extremely easy to use, particularly as it means you can listen to clear customer voicemails on a central recorder from multiple phones, which has boosted efficiency in a busy trading environment.”

Nick Francis commented: “A key reason for choosing the CyberTech Pro recording platform was its capacity to store communications both locally and remotely on our existing servers, as well as the immediate backup restoration it offers in the case of disaster recovery.

“When we decided to implement the solution, it was important for us to know that CyberTech UK would be a committed partner, in particular to ensure ongoing support as well as an overall willingness to develop the system alongside the growing needs of our business. We look forward to our continuing business relationship.”

THE RIGHT SOLUTION

Lloyds TSB Corporate Markets has a great deal of experience in working with voice recording platforms from the world’s major industry players, but when the project team set out to find the right solution for their new, significantly larger office in London, they wanted to ensure their IT solutions were technology leaders. The key pre-requisites were that the recording platform needed to provide connection to communications platforms from multiple vendors. Whereas their telephony suppliers themselves all had a particular favourite voice recording company to work with, CyberTech UK Ltd. were able to provide an independent solution with proven integration with both Cisco and IPC, and could provide the connection on one system.

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