

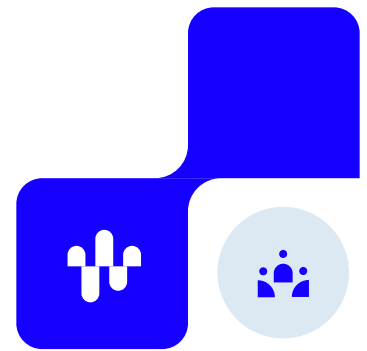
## GUIDE

# Record Every Interaction to Reveal What Matters

Improve your contact center's quality, efficiency, and outcomes with compliance-grade call recording and AI-driven analytics



# One platform to capture, understand, and improve every customer interaction



Smarsh Call Recording and Analytics unifies compliant voice capture with self-service conversation analytics and automated quality assurance. Whether your contact center runs on Zoom, Webex, Cisco, Avaya, RingCentral, 8x8, or a mix, Smarsh delivers unrestricted intelligence from every device and location. Turn conversations into actionable insights with configurable dashboards that help you streamline operations, elevate coaching, and drive growth – all within a secure, governed environment.



## Why Smarsh for contact centers

### Platform-agnostic by design

Integrate seamlessly with leading unified communications (UC), calling, and contact center platforms. Deploy on-premises, in the cloud, or both – without disrupting operations.

### Compliance that keeps pace

Stay aligned with evolving regulations and internal policies. Smarsh helps you protect sensitive data and enforce recording policies with granular permissions.

### Enterprise-wide impact

Surface insights across sales, service, and back-office teams. Optimize processes, strengthen retention and culture, and improve customer experience at every touchpoint.

# Contact center capabilities



## Compliance and control

Deliver consistent, compliant capture and governance across environments.

- Deep platform integration for consistent, compliant capture
- Integrated recording policy and permission controls
- Frictionless deployment options with support for cloud, on-premises, or hybrid environments



## Insight and intelligence

Transform every conversation into actionable intelligence through AI-driven analytics.

- AI-powered interaction analytics: transcription, sentiment, summarization
- Custom vocabulary libraries for industry terms and jargon
- Cross-reference by user, group, call type, sentiment, content, or any combination



## Visualization and reporting

Empower business users to analyze, visualize, and report without technical barriers.

- Drag-and-drop, self-service dashboards with unrestricted configuration
- Define your own metrics and thresholds (silence, crosstalk, clarity)



## Quality assurance and performance optimization

Automate and enhance QA workflows while driving continuous performance improvement.

- Automated QA and interaction scoring at scale
- Evaluate workforce performance by strengths, gaps, and trends
- No-code scorecard editor
- Single- and multi-scenario flow scorecards
- Export agent scorecard data to your business intelligence or reporting tools



## Context and discovery

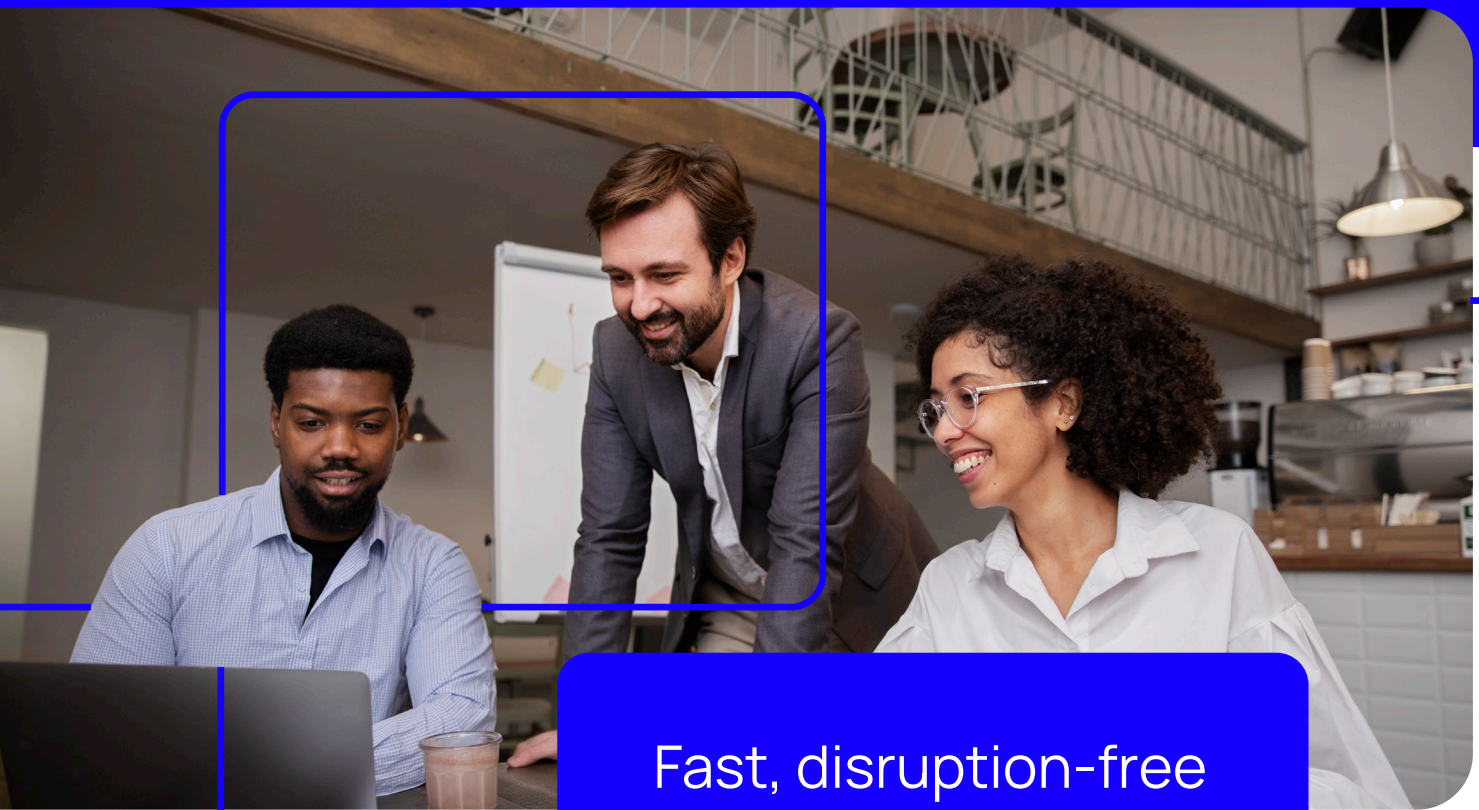
Gain full visibility and rapidly access the data you need for compliance, insight, or review.

- Screen and video recording for full interaction context
- Granular search and powerful filters to find the right calls fast



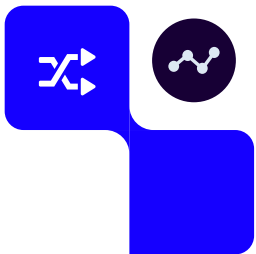
# Any platform, any device, any channel

Capture every contact center conversation – across voice and collaboration – through a single interface. Maintain data sovereignty and support multi-tenancy for regional or global operations, all with a uniform user experience.



## Fast, disruption-free deployment

Smash connects quickly to any UC or calling platform for a frictionless rollout – with no interruption to your contact center operations.





## Key benefits for contact centers

### **Improve quality at scale**

Automate QA, apply consistent scorecards, and direct coaching where it will have the greatest impact.

### **Accelerate performance insights**

Track key performance indicators (KPI), crosstalk/silence, handle times, and sentiment in real time to spot issues before they escalate.

### **Elevate customer experience**

Reveal friction points and emerging themes across queues and channels. Turn insights into targeted process and script improvements.

### **Strengthen governance and control**

Enforce recording policies and least-privilege access. Keep data secure while enabling teams to work with confidence.

### **Optimize workforce management**

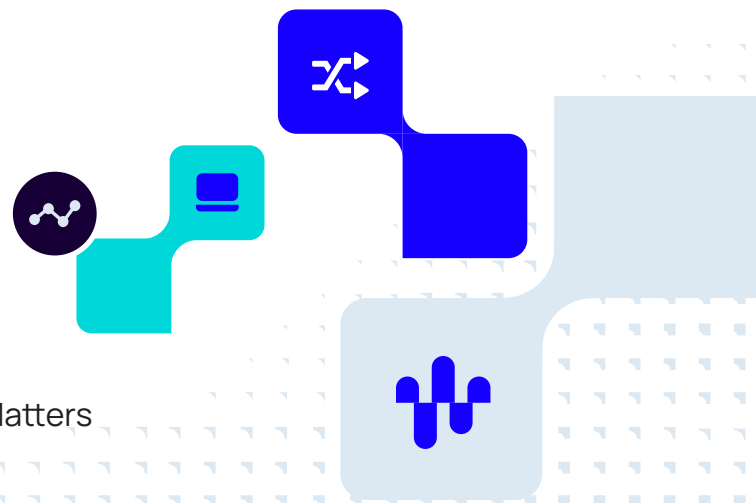
Identify strengths, gaps, and coaching opportunities by agent, team, and site — with trend lines to measure progress.

### **Unify data and remove silos**

Bring communications and interaction data together in one place and cross-reference by user, group, call type, sentiment, or content.

## Harness the power of AI

Unlock unrestricted conversation intelligence from every platform, device, and timeframe. Use customizable business intelligence dashboards for near real-time visibility into performance, customer experience (CX), and risk. Empower near-real-time, data-driven decisions with reporting tailored to your contact center.



# Powerful, customizable dashboards right out of the box

## Overview

A single view of interaction volume, automated QA performance, overtalk, silence, sentiment, and outcomes.

## Agents

At-a-glance performance and handling statistics for selected agents to prioritize coaching.

## Agents' performance

Detailed automated quality assurance (AQA) scores with trend analysis to track progress and target improvements.

## Interactions

Spot spikes and patterns over time; drill into drivers and themes by queue or segment.

## Customer experience

Monitor sentiment, outcomes, and feedback to gauge satisfaction and pinpoint friction.

## Business risk

Track the frequency and impact of key issues to focus remediation efforts.

## Phrase hits analysis

See how specific phrases and topics trend to refine scripts and training. CX automation identification Identify where self-service can reduce effort and improve containment and resolution.





## Governance, security, and control

### **Built for regulated environments**

Ensure recording policy controls, role-based access, and audit trails.

### **Data protection by design**

Encrypt in transit and at rest with granular permissions by site, group, and user.

### **Data residency and multi-tenancy**

Align deployments to sovereignty requirements across regions.

### **Open ecosystem**

Export scorecards and analytics to business intelligence (BI) and workforce management (WFM) tools to power downstream workflows.

## Boost oversight, performance, and efficiencies across call center teams

### **Contact center leaders**

Unify quality, CX, and operational metrics to drive continuous improvement.

### **QA and supervisors**

Automate scoring, standardize evaluations, and coach with full context (audio and screen).

### **Operations and workforce management**

Monitor performance, forecast needs, and optimize staffing with near real-time insight.

### **Compliance and risk**

Apply policy-based recording and access controls; respond to audits with confidence. CX and product: capture the voice of the customer to inform journey fixes and product prioritization.





Advance your contact  
center success with  
Smarsh.

TALK TO AN EXPERT.



Smarsh® enables companies to transform oversight into foresight by surfacing business-critical signals from the most in-demand communications channels. Regulated organizations of all sizes rely upon the Smarsh portfolio of cloud-native digital communications capture, retention and oversight solutions to help them identify regulatory and reputational risks within their communications data before those risks become fines or headlines.

Smarsh serves a global client base spanning the top banks in North America, Europe and Asia, along with leading brokerage firms, insurers, and registered investment advisors and U.S. state and local government agencies. To discover more about the future of communications capture, archiving and oversight, visit [www.smarsh.com](http://www.smarsh.com).

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Guide - 11/25

