**Why should you record or monitor your calls?**

If you are running a business, and you have employees answering your phones, you should care about each and every interaction they have with your customers. Regardless of who answers the phones for your business, there should always be a clear and concise message delivered to them. Keep in mind most businesses have 3 doors to their company:

* Their physical front door (if you are not a virtual business)
* Your online presence
* Your telephone

The importance of answering calls in a consistent and exceptional manner can make the difference between keeping a client, obtaining a new client, or losing the business. The key benefit to call recording is the ability to review your calls, and assure that the message, service and attitude presented to your customers is consistent with your company's philosophy. And of course another consideration is promotions and upgrades. Are your customers reminded about promotions, new services, and other key benefits each time they call? The best way to know is to be able to hear calls for yourself. We work with customers that have seen direct results with retention and new client sales simply by reviewing and correcting phone interactions using call recording.

In addition to this major benefit, it may also be useful to play back a call to confirm what you have heard. This can be particularly important with businesses such as legal or medical practices.

**Legal considerations with recording calls**

While I do not propose to give legal advice, I have learned that in some states, you must assure that both parties are aware that a call recording is in progress; in other states, only one party needs to be aware of the recording. Therefore, the best strategy is to play it safe, and announce that the call may be recorded for quality or accuracy purposes. This actually presents an extremely professional and sophisticated image to the customer. The image of a company that truly cares about service to the customer! This is all very simple for incoming calls, as you can have a message played automatically. When recording an outbound call, you will have to decide upon a good strategy when calling a 2-pary state (that is a state that requires both parties to know about the recording).

* One party states- Only one party needs to be aware of the recording
* Two-party state - Both parties need to be aware of the recording

**How about Monitoring calls?**

In addition to recording your calls, it may also be useful to listen to them live, while they are in progress. This enables you to take immediate action to correct a problem with your calls, and to gain a fast picture of what is happening in your call center. In addition, many hosted service providers can allow you the option to join the call while it is in progress. This can help you to correct a problem right away, or assist a sales representative in making a new sale.

**How can I do it, and what does it cost?**

The costs of recording your calls have gone down dramatically of the course of years. There are various strategies, depending on the type of phone system and service you have chosen. Here are some of your options:

* A physical recording device -Useful for a single phone only
* A hosted phone service and pay only a small monthly fee
* Premise based phone systems with a built in or 3rd party call recording device.

If you have a call center, with more than one person answering phones, the hosted or premise based systems are your best options. With a [hosted phone service](http://www.connectmevoice.com/services-connectdirect/) (also known as cloud- based phone service), you will be able to have all calls recorded, even those that may be answered by a cell phone. This is done by routing all of your incoming calls through the cloud based phone systems provider, who will record these calls using their equipment located in the clouds. The cost of this type of service can be less than a few dollars per month depending on the provider. In addition, if you use a complete cloud-based phone replacement, you can actually save money on your phone bills and equipment while gaining a huge array of features, including the recording of inbound and even outbound calls!