

ARMSTRONG
FINANCIAL GROUP

FAST FACTS

Company

Armstrong Financial Group (AFG) is a full-service executive staffing firm serving 23 states and Washington, D.C.

Industry

Financial Executive Recruitment

Geography

US

Challenges

- Analyze all sales calls in order to allot appropriate staff members on the phones during peak call traffic times
- Monitor the number of inbound and outbound calls to ensure that staff was using the telephone system and Company time effectively
- Create reports for the management team in order to effectively execute plans for expansion and growth

Solution

- CallAnalystTM Call Reporting

Results

- With CallAnalyst's robust set of graphical reports, AFG was able to easily view peak call traffic times and place additional team members on the phones to handle high call volume times effectively
- AFG's executive management team was able to analyze whether or not employees were using their time on the phones efficiently
- Supervisors had the ability to extract meaningful data from CallAnalyst to learn exactly how their telephones systems were being used and what calls resulted in successful candidate placement

ARMSTRONG FINANCIAL GROUP**COMPANY**

Armstrong Financial Group (AFG) is a San Diego based, full-service executive staffing firm that provides solutions to banking and finance companies. With customers located in 23 states and Washington, D.C., AFG is national in scope and has a very strong presence in the Midwest and West Coast regions.

AFG strives to always be considered the best recruiting resource in the geographic markets and industries AFG in which it serves. AFG's professionals have provided service for many types of clients, individuals and institutions through the development of professional relationships and trustworthy staffing solutions. AFG has successfully partnered with banks, insurance companies, mutual fund companies, security brokerages, capital markets, Big Five accounting firms and pension administration companies.

CHALLENGES

In order to maintain its industry standards in providing consultative and services, AFG's business strategy largely depended on the number of calls they made. This made it imperative that they track the amount of time spent on calls to document client interactions and workplace efficiency.

Eric Armstrong, Certified Senior Account Manager and President, said, "We had tons of call every day, but our managers and executives were not sure if the employees were spending the time on the telephones effectively."

Armstrong and AFG searched for a solution that would provide a clear picture of how the phone system was being used so they tried:

CALLANALYSTTM CALL REPORTING

Eric installed an evaluation copy of CallAnalyst Call Reporting software and found it to be the perfect solution in gaining a clear view of its telephony infrastructure usage. He discovered that CallAnalyst was feature-rich, robust, and consistent and decided to fully implement the product after evaluating additional options. Eric commented, "We are impressed by the way CallAnalyst can slice and dice data from the switch and extract meaningful information about our telephone usage."

Armstrong Financial Group

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- Eric Armstrong, Certified Senior Account Manager and President for AFG

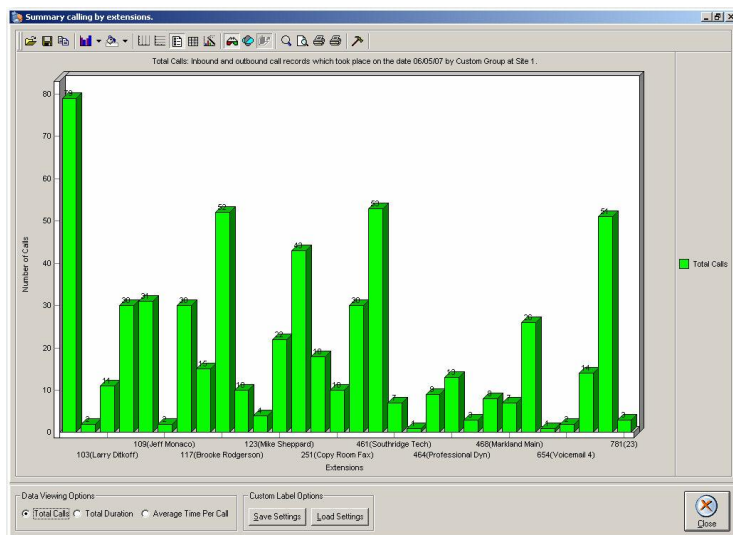


BENEFITS

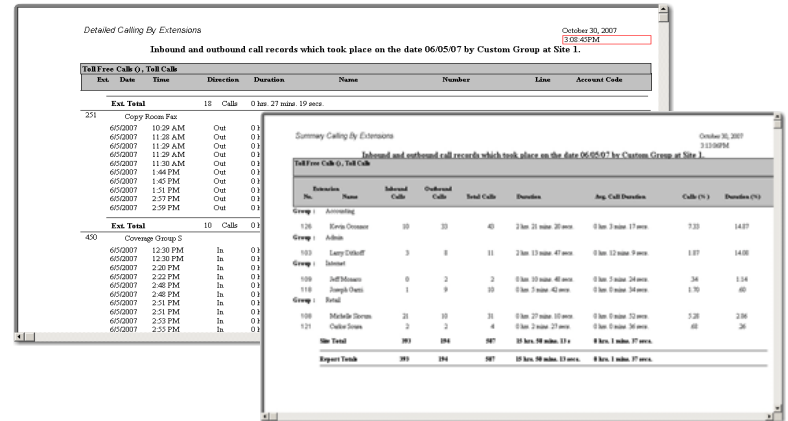
CallAnalyst provides AFG with a wealth of information and reports including:

- Call duration
- Extension used
- Accounts codes
- Date and time
- Whether the call is inbound or outbound

AFG uses CallAnalyst to track and analyze all of their inbound and outbound call traffic in order to have a clear view of how the telephony infrastructure is being used and when the phone system experiences peak traffic times. AFG supervisors then use this information via graphical reports to spot high call traffic areas in order to schedule employees appropriately to maximize and optimize their customer service efforts.



CallAnalyst provides AFG with graphical reports showing call traffic times so that they can schedule their staff to effectively handle peak traffic times



CallAnalyst reports provide AFG with timely, critical information about all of their inbound and outbound calls

ABOUT TRIVIUM SYSTEMS, INC.

TriVium Systems has been a leader in designing, building and deploying world-class, award-winning Call Recording & Call Reporting solutions since 1996. The Company's core products include SonicView™ call recording platform, CallAnalyst™ call reporting & call accounting and E9-1-1 Emergency Security Notification™ (ESN™).

TriVium System solutions for voice recording, quality monitoring, call accounting and call reporting are used by large enterprises, as well as small and medium businesses across the North American market. Customers span various industries including, but not limited to: call centers, collection agencies and law firms, financial institutions, insurance, healthcare, educational institutions, government, assisted living and retirement homes, hospitality, real estate and much more. Most of these solutions are phone system agnostic – they work with IP, digital and hybrid phone systems - and can be deployed on single or large multi-location environments.