

The following are statements 7 On Your Side received from companies that use both digital and analog recordings. They describe how they use recorded calls.

Dell Computers

From the total interactions made with the customers every quarter, Dell records about 10 - 15% of calls. These calls are used for quality monitoring and internal training purposes. The calls are randomly recorded.

With the current recording software providing a choice is not possible. The software records the calls on random.

Does Dell use a digital recording and retrieval system?

Yes, digitally stored.

All customer interactions recorded by Dell are retained for a period of 90days (or as specified by Dell Legal).

Audio files containing details of interaction with the customer are kept, all information is purged post the specified retention period. The calls used for training and coaching purposes are suitably edited to omit any customer centric information.

This information is used to provide necessary coaching, feedback to the frontline and also to review performance on calls whenever necessary. These calls are available to coaches through the recording software for analysis and defect identification.

All calls used for training are suitable edited to eliminate any information that would identify the customer. For example, customer name, address, email, phone number, etc. The access to the recording software is restricted by a user council with administrative rights and this provides enhanced security/privacy.

DirecTV

Calls are used only for customer service, training and business intelligence. The company records only 1 to 2 percent of calls. They are continuously erased as new calls come in and tape over old calls. Information is not kept. Personal information is removed, and calls can only be viewed by authorized supervisors. Phone recorders cannot be turned off because it randomly selects which calls will be recorded; agents don't have the ability to control the automated random call selection.

American Airlines

The calls are used only for training purposes; The NICE digital recording system was purchased but is not yet in use. It will be used only for employee training. American will still delete all recordings after specified time.

Cigna

Call recordings are not digitized. The calls are destroyed after no more than 30 days. They are never used by anyone other than the service representative and his or her manager. Nobody has access to the information. Of 20 million calls, 1-2 percent are recorded.

Verizon Wireless

Verizon Wireless customer care records some, not all, customer service calls. The recordings are used for coaching purposes and to track customer issues so that we can improve our processes and deliver a better customer experience. We take extensive measures to protect our customers' privacy.

Aetna Insurance

Recordings of calls to customer service are used in our call quality programs -- both for training and performance improvement -- to ensure high quality customer service to our callers. In addition to the recordings of calls, our system also captures data from the customer service representative's desktop applications so that we can not only hear the interaction, but can also see what information our CSRs are accessing to serve the caller.

Aetna retains the audio recordings for 90 days, or longer if we have an agreement with a customer that requires a higher level of call quality/monitoring. Some customers require us to record 100 percent of their calls, and we retain those recordings for 18 months. In addition, CMS/Medicare requires 10-year retention of enrollment calls, and we are in compliance with that requirement.

We do not use the type of digital technology you described.

Aetna complies with all privacy regulations in the use of these recordings in order to ensure caller confidentiality and protection of their personal health information. We advise callers that calls may be recorded for quality control and training purposes. If they prefer to not have the calls recorded, we will arrange to call them on a non-monitored phone line.