



VALERIE SCHLITT ASSOCIATES

VSA, Inc. Releases Proprietary Call Recording Software

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VSA, Inc. is pleased to announce the success of its proprietary call recording software. Developed by Tayrex Corporation, another local NJ business with whom VSA has a long history, the new software has enabled VSA to enhance productivity tenfold. VSA, Inc. is a B2B call center that runs telemarketing, lead generation and appointment setting campaigns for their clients.

"I couldn't be more pleased with the software," says Valerie Schlitt, owner and founder of VSA, Inc. "I started to notice improvement almost immediately after its implementation. In fact, the third week in I sent an email telling my staff that it had been a 'banner week' exceeding every other week's productivity on all accounts. Plus, the software integrates very well with our existing call monitoring software by ExecVision, as well as our custom CRM."

The new software is simple and easy to use, which is where its power lies according to Ms. Schlitt. Every call recording is now seamlessly attached to the corresponding record. These easily searchable recordings can be used to track progress, gain insight into what is working and what is not in a given campaign, and coach the client associates who make the calls.

"I love how straightforward the software is. It is very intuitive, as well," says Maureen Tucker, Vice President

at VSA, Inc. ?Being able to review and assess calls is of the utmost importance to the success of a campaign. Calls that lead to appointments can be shared across teams to improve overall success, as well as the calls that do not. The ability we have to coach our client associates with this software is really quite profound.?

Since all call recordings are attached to each record and easily searchable with the new software, the staff at VSA can now see the progression of calls for every record. This is one of its most powerful and unique perks, according to Ms. Schlitt. ?Being able to see and hear the progression of calls that led to setting an appointment for a prospect in a campaign offers powerful insight that exponentially increases the success of that campaign and others. It also augments our quality assurance abilities for our clients, as they can now easily listen in on a given call that may have come into question for one reason or another.?

VSA, Inc. began using the new software company-wide in the beginning of May 2017.

For more information about VSA, Inc. visit www.vsapropecting.com.

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VSA, Inc.

VSA, Inc. is a premiere B2B lead generation, appointment setting and outbound calling firm. We shine when clients have complex products and services, or need complex prospecting approaches. We serve companies, large and small, across the US and Canada.

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