



For Immediate Release

Callfinity, Inc. Publishes White Paper Describing the Benefits of Call Recording

Callfinity, Inc. has just released their white paper on call recording entitled, "Call Recording: The Ultimate Tool for Improving Contact Center Performance." The white paper describes the benefits of call recording and how contact center administrators can use call recording to effectively train agents.

Pittsford, NY February 22, 2010 — Today Callfinity announced the release of their new white paper entitled "[Call Recording: The Ultimate Tool For Improving Contact Center Performance.](#)" Callfinity is a rapidly growing contact center and conferencing technology provider based outside of Rochester, NY. Their products and services are currently deployed at more than 300 telecommunications, media, financial services, healthcare, and public sector customers around the world.

Call recording allows businesses to record inbound and outbound calls received over a phone system. Callfinity's white paper is intended to demonstrate how contact center administrators can use call recording to manage contact center agents and maintain solid communication lines with current and potential customers. Market analysis has shown that businesses using call recording have displayed improvements in training, productivity, and profitability.

Instead of focusing specifically on employee performance, the white paper demonstrates how call recording can improve customer loyalty through adequate coaching. To download "Call Recording: The Ultimate Tool for Improving Contact Center Performance" and other Callfinity, Inc. white papers, visit <http://www.callfinity.com/whitepapers.asp>.

About Callfinity®

Callfinity provides the easiest to use telecommunications software, systems, and services to contact centers, service providers, and enterprises. Since 1999, over 300 customers in six countries around the world have selected Callfinity's on-premise equipment and hosted services. For more information about Callfinity, please visit Callfinity's Web site, www.callfinity.com. Callfinity is a registered trademark of Callfinity, Inc.

Callfinity, Inc. Contact:

Callfinity, Inc.
john.adams@callfinity.com
Vice President of Operations
877-897-2962 x8130
www.callfinity.com

###