



**Association of South African Travel Agents**

P O Box 3062  
Parklands  
2121

Docex 45 Rosebank

Tel + 27 11 327 7803  
Fax + 27 11 327 7827

Email [general@asata.co.za](mailto:general@asata.co.za)  
Website [www.asata.co.za](http://www.asata.co.za)

## **MANAGE YOUR RISK – ASATA INTRODUCES A VOICE RECORDING SYSTEM**

The economic downturn has alerted business owners to the concept that managing risk is possibly the most efficient way of cutting costs. Particularly in the travel industry bookings are requested, costs are quoted and instructions given by our customers to execute telephonically. Often these verbal bookings, quotes and instructions come back to bite us and information is misconstrued. The ASATA Member is frequently left having to absorb the price differential or merely having to fund the cost of restoring a relationship.

After thorough investigation we would like to introduce you to a company called Smith Communications Consultants (SCC). SCC installs voice recording devices on your existing telephone system. The pricing is dependent on the number of lines your infrastructure supports but to give you an indication:

4 Port Voice Recording Box	R 7,190.00 (Excluding VAT and Installation*)
8 Port Voice Recording Box	R10,800.00 (Excluding VAT and Installation*)

\*The installation is dependent on the number of lines but estimated at R200.00 per port

We are assured that from the date of order within a maximum period of 48 hours your system will be installed.

Within the South African law it is required that you advise your callers that their call may be recorded but it is even more important that within the ambit of the new Consumer Protection law, that will be in effect in the third quarter of 2010, this system will be invaluable to you as a business owner. A voice recording is believable; there is no denying the spoken word whether it is your employee, your supplier or your customer.

If you are interested in receiving a call from SCC, please advise by return email your interest and to whom the call should be directed. Send your email to [general@asata.co.za](mailto:general@asata.co.za) and we will forward your enquiry directly to the company concerned.

Another initiative brought to you by ASATA.

*"With us you're NEVER on your own"*