Empirix VoiceWatch

Ensure great customer experience by leveraging a proactive service to validate contact center

A high value, proactive monitoring service for contact center technology problem detection and root cause identification that reduces failures and improves customer experience.

Empirix VoiceWatch is a proactive customer experience management service that monitors the end-to-end performance of voice applications and infrastructure from the caller's perspective spanning the public switched telephone network (PSTN) through the interactive voice response (IVR).

VoiceWatch leverages Empirix's extensive experience in testing to uniquely identify current and potential problems and their root causes. Standard VoiceWatch capabilities include:

▸ Development of automated scripts, with script updates when IVR applications change

▸ Hosting and execution of test scripts 24/7

▸ Phone calls placed every 5, 10, or 15 minutes

▸ Use of speech recognition and/or timing of prompts

▸ Secure website for viewing call results, performance trends, and historical summary reports

▸ Alert notifications via email or SMS

HOW VOICEWATCH WORKS

A proactive approach to performance monitoring provides an early warning system to protect your contact centers key performance indicators (KPIs) from unexpected technology issues. (Figure 1).
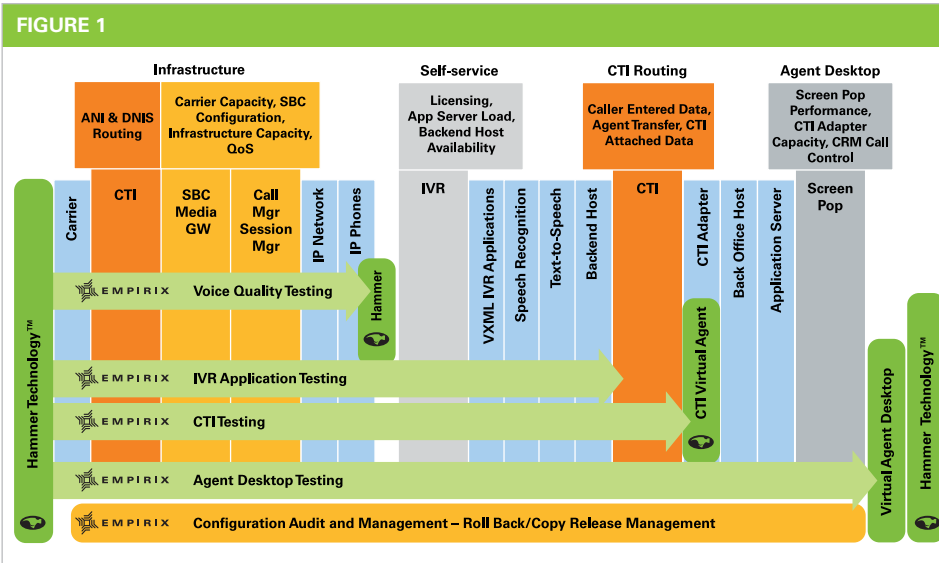
Using transactional call flows to navigate the contact center customer's end-to-end experience through automated applications and systems, Empirix VoiceWatch

measures the availability, accuracy, and performance of network components, voice solutions, and back-end database systems. Monitoring calls are placed at regular intervals for continuous visibility into the customer experience at every step of the call flow, ensuring that a contact center's high value (pay by phone) and high volume (account balance) self-service applications are always available and performing optimally. The service also ensures that idle backup systems are available in the event of a failure.

Benefits

▸ Gain visibility into the customer's end-to- end voice portal experience

▸ Improve quality of experience (QoE)

▸ Proactively manage performance and identify persistent bottlenecks

▸ Fix issues before they become system failures

▸ Monitor back-up systems to ensure they are ready in the event of failure

▸ Prevent technology issues from impacting key performance indicators (KPIs)

▸ Complement existing management tools with a voice customer experience perspective

FIGURE 1

FIGURE 1

Infrastructure | Self-service | CTI Routing | Agent Desktop

ANI & DNIS Routing | Carrier Capacity, SBC Configuration, Infrastructure Capacity, QoS | Licensing, App Server Load, Backend Host Availability | Caller Entered Data, Agent Transfer, CTI Attached Data | Screen Pop Performance, CTI Adapter Capacity, CRM Call Control

Carrier | CTI | SBC Media GW | Call Mgr Session Mgr | IP Network | IP Phones | IVR | VXML IVR Applications | Speech Recognition | Text-to-Speech | Backend Host | CTI | CTI Adapter | Back Office Host | Application Server | Screen Pop

Hammer Technology™

EMPIRIX   Voice Quality Testing   Hammer

EMPIRIX   IVR Application Testing

EMPIRIX   CTI Testing   CTI Virtual Agent

EMPIRIX   Agent Desktop Testing   Virtual Agent Desktop   Hammer Technology™

EMPIRIX   Configuration Audit and Management – Roll Back/Copy Release Management
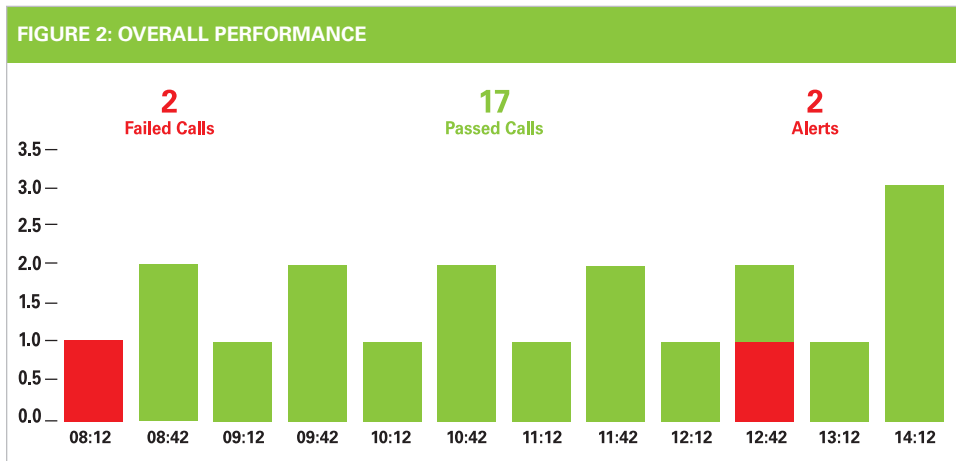
CALL TRANSACTION MONITORING

Empirix emulates the paths callers traverse using either touch-tone or speech to validate specific customer experiences. For each call transaction, Empirix tests the availability and execution of self-service transactions, measures switch and carrier performance, and reports IVR, speech recognition, and host/database response times to a central dashboard.

Empirix VoiceWatch is a managed service delivered by Empirix, the leader in end- to-end quality of experience testing and monitoring. VoiceWatch is available as an annual subscription.

VoiceWatch is customized for each client's environment, network, systems, and needs, with specific tests, metrics, thresholds, and alerts that can be modified to meet individual requirements. A highly experienced Empirix consultant will work with your organization to define and implement the ideal monitoring solution for your contact center's infrastructure. (Figure 2).

Features

▸ Monitors and verifies quality and content of voice prompts along with prompt correctness

▸ Customize alerts for different days/periods/ employees

▸ Provides a detailed breakdown on the types and locations of errors

▸ Indicates exactly where in the call flow a particular error has occurred and why

▸ Provides real-time access to current and historical data for benchmarking

▸ Enables role-based user access to reporting capabilities

▸ Provides a 24x7 redundant managed system

FIGURE 2: OVERALL PERFORMANCE

2 Failed Calls   **17** Passed Calls   **2** Alerts

08:12 08:42 09:12 09:42 10:12 10:42 11:12 11:42 12:12 12:42 13:12 14:12

EMPIRIX VOICEWATCH INCLUDES:

SETUP AND CONFIGURATION

Empirix works with clients to:

- Define a specific set of services and the appropriate call flows
- Create scripts to monitor transactional call flows
- Configure and create performance reports
- Configure the advanced alert notification system
- Train staff on Empirix VoiceWatch's alerting and report settings

TRANSACTIONAL CALL FLOW MONITORING

The service will dial a specified number(s) every fifteen minutes, 24 hours a day, 7 days a week—or based on any custom schedule.

ALERTING

Alerts created during the implementation process will notify appropriate personnel of any performance problems by email. Through a web-based portal, users can control the alerting process from anywhere, specifying:

- Who is notified (which member(s) of the support staff)
- When they are alerted (at what time of day or week)
- How they are notified (via SMS text or e-mail)
- Why they are notified (for which particular tests, i.e. IVR vs. host database issues)

Users also have the ability to disable the alert messaging for scheduled maintenance

REPORTING

Monitoring results are published to a customer-specific web page for the users to view in real-time. Summary and technical reports as well as historical data are also provided via this portal and are downloadable.

SCRIPT MAINTENANCE

The Empirix VoiceWatch service desk will provide the following:

- Up to eight hours of cumulative maintenance per transactional call flow per quarter to change scripts and manage the database (services are available Monday–Friday from 8:00 AM to 6:00 PM EST)
- Unused maintenance time cannot be carried over to subsequent quarters
- Customers will be notified if they are close to going over their maintenance allotment for the quarter and may purchase additional consultant time as necessary

Empirix VoiceWatch: Metrics Reported for Defined Transactional Call Flows

- Delivery of dialed calls vs. blocked calls, sorted by category (busy, ring no answer, etc.)
- Time for voice network to deliver the call to the contact center (time to connect)
- IVR response time to touch-tone or speech stimulus at each touch point (time to greet)
- Incorrect responses for the monitored system, by prompt location and type of failure (menu response)
- Interface response time (host, main-frame, database, file, etc.)
- Queue time to agent (time on hold)
- Outbound quality of voice from the network to reporting capabilities
- Provides a 24x7 redundant managed system