Empirix OneSight

Application Performance Monitoring for the Contact Center Reduces Costs, Improves Productivity

Consistent and well-performing voice applications and systems are the fundamental keys to reducing operational costs and increasing productivity in contact centers. Businesses often prefer to have their IVR self-service applications handle a majority of inbound contact center calls with the intent of achieving large cost savings. Usually, IVR self-service transactions account for only a fraction of the cost of an agent-handled call; unfortunately, cost savings can quickly disappear if those IVR applications and systems are performing poorly. With so many interoperability dependencies, often a vendor's own dashboards show an improper picture of current status. To mitigate this high-potential risk, contact center managers must monitor more than just system uptime and availability: A major US bank found that though its systems were "up" and available, intercommunication between the systems was often being reset. This had a significant impact on costs and productivity; the bank estimated that a single 20-minute slowdown resulted in four hours of contact center agent overload as frustrated customers bypassed the automated system to speak to a live agent. This recurring problem cost the bank more than $2 million each year—until it incorporated solutions from Empirix designed to monitor the performance of its voice applications from their customer perspective.

Empirix OneSight offers the powerful combination of both application and system performance data in a single interface, enabling you to manage operations and achieve your cost savings and productivity goals. With OneSight, your contact center teams will be notified of slowdowns and outages in real time and, armed with performance data, can quickly correlate them directly to customer experience impacts. The ability to drill down and identify the root causes of problems will greatly alleviate customer frustrations and ensure high quality and consistent service.

COMPREHENSIVE

OneSight's powerful combination of application and system performance data, along with customer Quality of Experience performance data, can give you a complete vision in a single interface. Whether they are service issues, carrier issues, IVR issues, CTI issues or host/application issues, you'll know about slowdowns and outages in real time, so you can quickly identify the root cause of problems, avoiding the impact on customers while ensuring high-quality, consistent service.

The power of OneSight is its ability to take two different data sources—sources that many other network management systems or application performance monitoring platforms consider unrelated—and combine them into profiles that provide a complete view of contact center operations. As an example, you can use OneSight to to monitor

Benefits

- Detect problems proactively by measuring the customer experience with automated services

- Isolate performance problems to reduce outages and shorten repair times for improved service-level compliance

- Prioritize application issues based on service or customer impact

- Manage the contact center from end-to-end to align IT goals with business objectives

- Optimize performance through historical reporting and gain efficient access to business-critical performance information

- Realize significant cost savings through lower toll charges, reduced call length and improved agent efficiency

the CPU/memory and license count of a speech recognition server while also viewing the network interface of an IVR system that submits audio streams to the speech server. These different data sources from different vendors can be joined together as both are interdependent and failure in either can impact the customer experience.

ACTIONABLE, COMPOUND METRICS

In today's clustered and high availability architectures, OneSight is not yet another "alarm storm" that network operations teams will learn to ignore over time. Compound metrics view both similar and non-similar components as a whole and can trigger actions based on service disruptions accordingly. Triggered actions are rolled together into action plans containing more than just notification schemes, but rather actual actions to proactively restore the service in question. OneSight can even be made aware of maintenance windows and scheduled downtime to ensure it will not trigger alarms nor count statistics as disruptions within these windows.

EVOLVE FROM NOC TO SOC

With OneSight, you can help your organization change from a network operations center to a services operation center with a complete end-to-end, service-oriented view of your automated systems. You will be collectively monitoring the entire customer-facing service, not just individual elements.

BUILT-IN SERVICE LEVEL AGREEMENT DASHBOARDS

Individual metrics can be grouped into service level objectives across any daily, weekly or monthly time window. These can be viewed individually or grouped as a service level agreement, giving you real-time visibility on your organization's compliance.

BUSINESS-BASED ATTRIBUTES

The ability to align real-world customer segments and lines of business to pieces of technology, service providers, and brands and then attach them to the components being monitored enables your organization to immediately translate component issues and outages into business impacts—in real time. This helps you prioritize repairs based on what's most critical to your business operations.

PROACTIVE AUTOMATED CUSTOMER EXPERIENCE

Combining the power of OneSight with Empirix's Hammer Engine enables the contact center to not just monitor system components, but also proactively drive real user experience transactions into targeted systems and obtain end-to-end performance results. This gives you an objective real-world view of the customer experience from a known control case perspective, enabling you to shift and prioritize troubleshooting based on customer impacting events.

DISTRIBUTED DATA COLLECTION

Not all performance data should be collected from the same location. OneSight's data collection architecture enables the deployment of extremely lightweight data collection processes throughout any location with a secure tunnel back to the OneSight

Features

- Reporting dashboards for custom user views and scheduled delivery of daily, weekly, and monthly reports

- Automatic alert prioritization guaranteeing that identified issues are always clearly visible when a status screen is opened or refreshed

- Integrated performance data from Empirix's entire suite of products covering multi-channel web, voice, CTI, and mobile applications

- Pre-configured monitoring for leading technology platforms, with customizable templates

- Hierarchical user groups and organizational roles level security controls to provide the flexibility and control needed to run a broadly distributed organization

Dashboard. Specific measurements can be taken from specific data collection points in the network, giving a unique perspective on not only what is failing, but where it is failing from. This is a massive productivity enhancement that can mitigate the need for manually troubleshooting from different terminals in order to check different network perspectives during an incident; OneSight can automate theses data collection procedures on a minute-by-minute basis and can even be brought up on demand for real-time diagnostics.

Monitors

- ▶ Database monitoring/query content and performance
- ▶ System-level log parsing
- ▶ Virtual agent/SSH automation
- ▶ URL monitoring
- ▶ DNS monitoring
- ▶ Process monitoring
- ▶ TCP/IP socket/port monitoring
- ▶ FTP
- ▶ LDAP entries and attributes
- ▶ Perfmon
- ▶ E-mail send/receive capabilities
- ▶ Windows management instrumentation
- ▶ SNMP
- ▶ Oracle OpenScript Web Transactions

Agent Experience	Screen Pop	Desktop Virtual Agent
Agent Experience	CTI Data Delivery & Routing	CTI Virtual Agent
Customer Experience	• Emulates • Measures	PACE/VoiceWatch Transactions
Backend	Performance & Availability	VXML, Web. Database Transaction
Application	• Performance & Availability • Services Performance & Availability	Software Application Monitors
Advance Custom Monitors		Call Stats , Compound Monitors
System & Infracstructure	Performance & Availability	System Monitors

Voice Quality