

# Empirix VoiceWatch

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

## CONTACT CENTERS FACE EXPENSIVE TECHNOLOGY CHALLENGES

Contact center technology infrastructures today are complex implementations of multiple vendors' devices and applications. Each function involves mixed-use network and application elements with interdependencies between components. While these components can be tested independently, it is how they operate end to end in a production environment that matters most—and where a failure frequently results in multi-directional finger pointing. Diagnosing problems in an end-to-end environment requires much more than independent component testing because finding a problem's root cause is often extremely challenging and time-consuming.

Businesses strive to achieve high customer satisfaction because it directly impacts business success. Yet, customer satisfaction with the contact center is reported to be at an all-time low, with more than 90% of companies with a contact center reporting a decline in customer satisfaction.<sup>1</sup> Poor customer satisfaction costs businesses through decreased loyalty and trust, lost customers, and declining revenues. In fact, reducing customer defection by 5% can increase profitability by up to 125%, and a 2% increase in customer retention has the same impact as reducing costs by 10%.<sup>2</sup>

Customers are encountering problems in their call center experiences with increased frequency as contact center networks become more complex. Technology problems are materially contributing to a very real decline in contact center customer satisfaction in recent years: 42% of service agents are unable to resolve customer<sup>3</sup> complaints largely due to technical issues such as a user interface problem, a dropped call, a slow response, or bad data. In fact, the Spoken 2015 Call Center Report states<sup>4</sup> that having to repeat responses to the IVR was reported by customers as the top reason why they had a negative contact center experience.

## EMPIRIX VOICEWATCH ADDRESSES CONTACT CENTER TECHNOLOGY CHALLENGES

VoiceWatch is a proactive monitoring service managed and delivered by Empirix, the leader in end-to-end quality of experience testing and monitoring.

## Benefits

- ▶ Prevent technology issues from impacting key performance indicators (KPIs)
- ▶ Fix issues before they become system failures
- ▶ Proactively manage performance and identify persistent bottlenecks
- ▶ Complement existing management tools with an end-to-end customer voice experience perspective, enabling greater visibility into the customer's end-to-end voice experience
- ▶ Improve quality of experience (QoE)
- ▶ Monitor back-up systems to ensure that they are ready in the event of failure

1. CFI Group, Contact Center Satisfaction Index 2012 referenced in TMCnet.com article, February 12, 2014.

2. Emmet C. Murphy and Mark A. Murphy, *Leading on the Edge of Chaos*.

3. 2010 Customer Experience Foundation survey referenced in *internetRETAILER* website article, Sept 22, 2010.

4. Spoken Communications, 2015 quotes ClickFox's survey "Consumer Tipping Points," posted on [www.spoken.com](http://www.spoken.com) in April, 2015.

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 detection and/or timing of prompts
- ▶ Secure website for viewing call results, performance trends, and historical summary reports
- ▶ Alert notifications via email or SMS

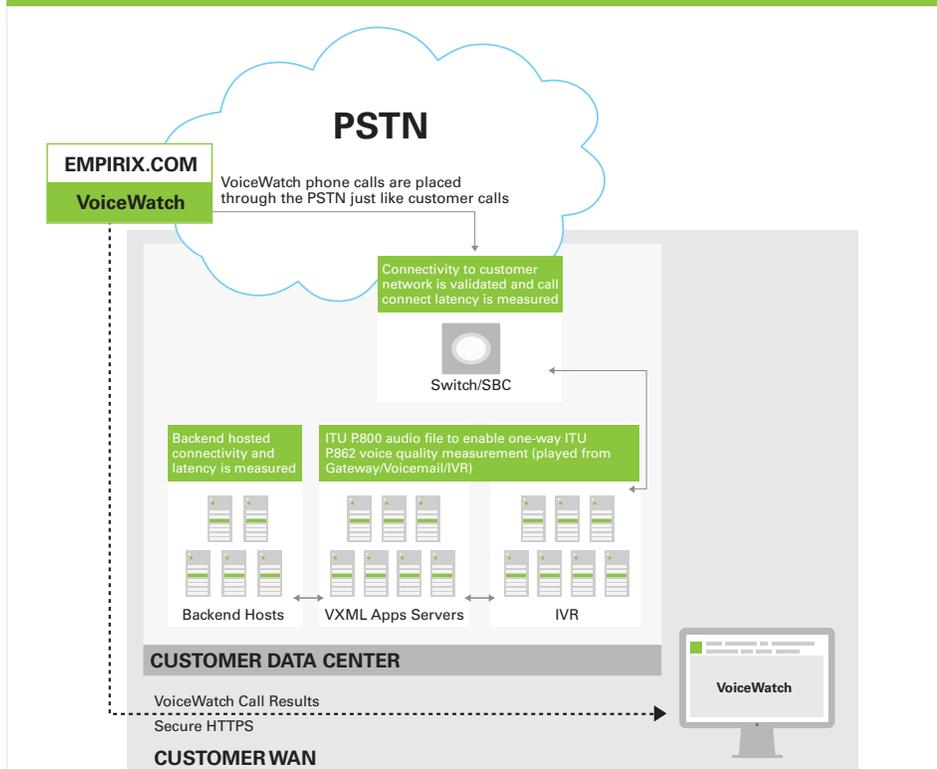
VoiceWatch operates based on three major steps: initiate for discovery assessment, analyze for gap and risk assessment, and finally move to improve through prioritization and implementation guidance.

VoiceWatch is a robust offering with deep functionality capable of addressing contact center monitoring needs. Additional features include drill-down capabilities, performance graphs, metrics by geography, dynamic scheduling, and configurable thresholds. Figure 1 illustrates the Voice Watch operational architecture.

## Key Contact Center Functionality Monitored by VoiceWatch

- ▶ IVR application performance
- ▶ Voice quality
- ▶ Speech application functionality
- ▶ Business hours/readiness
- ▶ Customer experience measurement
- ▶ Toll free availability
- ▶ Courtesy callback/callback assist
- ▶ Number sweeper
- ▶ Backend host availability
- ▶ Conference bridge
- ▶ Drill-down capabilities
- ▶ Performance graphs
- ▶ Metrics by geography
- ▶ Dynamic scheduling
- ▶ Configurable thresholds

**FIGURE 1. VOICEWATCH OPERATIONAL ARCHITECTURE**

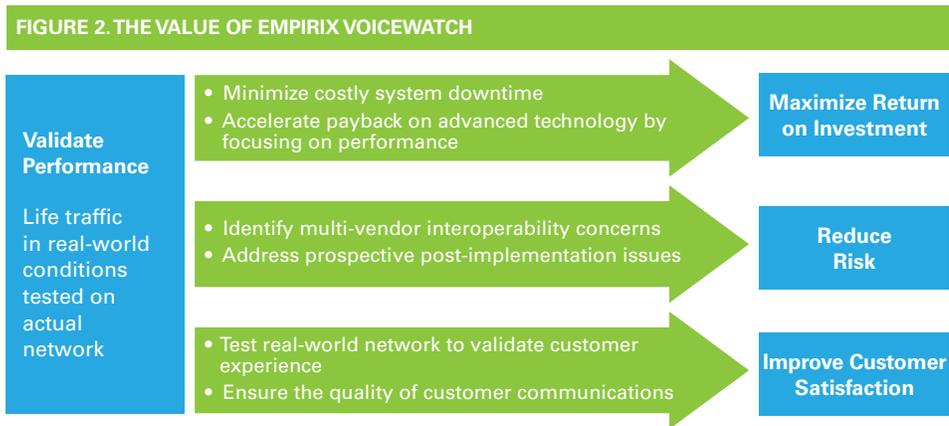


## VOICEWATCH: BIG PAYBACK FROM AN EASY-TO-USE TECHNOLOGY MANAGEMENT SERVICE

VoiceWatch proactively monitors the health of a contact center’s self-service applications by emulating actual customer interactions at all hours and detecting problems from the PSTN to the IVR application. VoiceWatch also provides critical notifications as problems are encountered. When current and potential problems are detected, they are recorded and VoiceWatch pinpoints where they occurred.

VoiceWatch enables organizations to make the powerful transition from predominantly reactive and tactical operations to proactive and strategic business activity. This transition can have a major positive impact across several dimensions, including lower testing costs, more advanced insight, and reduced daily pressures.

Empirix VoiceWatch delivers real value to organizations as it helps to improve customer satisfaction, mitigate risk and maximize return on investment for contact centers (Figure 2.)



VoiceWatch delivers significant value across a number of dimensions:

- ▶ Prevents technology issues from impacting key performance indicators (KPIs)
- ▶ Fixes issues before they become system failures
- ▶ Proactively manages performance and identifies persistent bottlenecks
- ▶ Complements existing management tools with an end-to-end customer voice experience perspective, enabling greater visibility into the end-to-end voice experience
- ▶ Improves quality of experience (QoE)
- ▶ Monitors back-up systems to ensure that they are ready in the event of failure

## VOICEWATCH DELIVERS PROVEN, CRITICAL VALUE

VoiceWatch helps minimize expensive contact center outages. A recent study found that 80% of companies experiencing downtime from core errors in 2013 lost revenue,

*VoiceWatch is a robust offering with deep functionality capable of addressing contact center monitoring needs.*

with an average loss of \$140,003 per incident. Looking at specific verticals, the typical financial company lost an average of \$540,358 per incident. The average reported incident length was 90 minutes<sup>5</sup>. Used by a wide range of major corporations, VoiceWatch has been proven to deliver real, immediate value by significantly improving contact center technology performance and directly contributing to greater business success in terms of increased customer satisfaction and, as a result, higher revenues and profitability.

The Director of Customer Experience Technology at a leading U.S. pharmacy chain stated, "Empirix has been great... [VoiceWatch] is accurately identifying approximately 90-95% of our errors."

Another VoiceWatch customer operating an outsourced contact center for roadside assistance faced a major challenge: Clients were calling to notify them that the call center was down, which put multi-million dollar contracts at risk. The contact center identified the need for a proactive monitoring solution to ensure positive customer experiences. VoiceWatch was selected, and the organization now proactively identifies issues and is able to fix problems before they impact their business, yielding a substantial payoff. VoiceWatch identified a problem that was quickly isolated and fixed from an employee's home before the operations team even detected it.

VoiceWatch monitoring enables businesses to protect their investment in their contact center and helps them avoid the very high potential costs of outages.

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5. Avaya-sponsored survey of 210 IT professionals in companies with 250+ employees in the US, Canada and UK completed in January 2014 in coordination with Dynamic Markets (UK).