

## Empirix Virtual Agent Simulator

For End-to-End Testing and Monitoring of Contact Center Applications

### FEATURES

- Visual scripting of agent interactions with CTI/CRM applications
- Template scripts for common agents activities such as simple call or transfer
- Live agent session recording to speed script creation
- Generic Thin Client capability; optional Siebel-specific plug-in available
- Test runner to execute scripts for load and functional testing; monitoring runner for ongoing post-deployment monitoring

### BENEFITS

- Integrated with Hammer Test System and OneSight Voice Engine for complete end-to-end transaction testing and monitoring to ensure performance, consistency and accuracy of data
- Identify problems during the complex handoff between CTI and CRM applications
- Improve deployment of new technology by quickly identifying and repairing problems before going live
- Ensure the full value of your CTI and CRM investments



*The benefits of integrated CTI and CRM systems are clear for both customers and agents. By ensuring smooth call handoffs from agents and self-service applications, call handling times are reduced, resulting in a more positive customer experience.*

*Orchestrating each step of the testing process can be technically complex and difficult to deploy and maintain. The Empirix Virtual Agent Simulator is a valuable tool for testing and monitoring to ensure that the right data is getting to the right agent at the right time.*

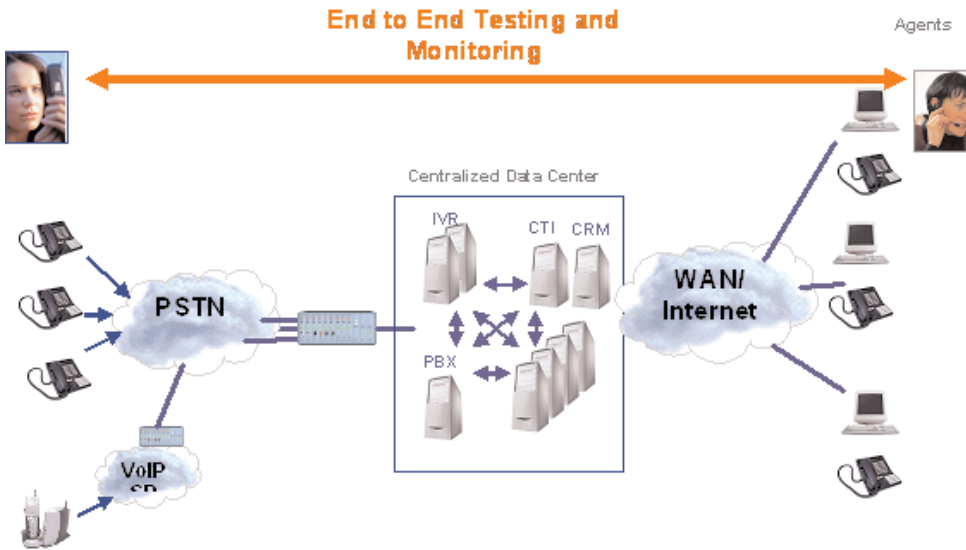
### Overview

Who hasn't experienced the frustration of calling into a contact center and having to repeat the same information multiple times? Companies often invest millions to integrate self-service, CTI and CRM applications to streamline the call experience for customers and agents. However, empirical evidence suggests the process doesn't always work smoothly. And when it doesn't, problems multiply, resulting in customers who are frustrated and complain and equally frustrated agents spending time apologizing for technology instead of achieving first call resolution.

In today's increasingly competitive business environment, companies are often caught in between improving customer satisfaction while reducing call handling costs. By automating the customer experience and using IVRs to collect data and CTI to route calls, customers benefit by getting quickly routed to the right place, and agents benefit by being more productive.

Often, when call center systems are deployed, they don't deliver the benefits for which they are designed because of the sheer complexity of the modern contact center. Systems nearly always involve multi-vendor customized applications running over an enterprise network and tied into call center's custom back end systems. That there are problems with such a complex system is not surprising.

How can you ensure the successful deployment and on-going reliability of your call center applications? Automated end-to-end testing and monitoring can help you achieve business success by optimizing the benefits of integrated CTI/CRM contact center technology.



Empirix End-To-End Service Assurance Model

### Common Problems Uncovered Via End-to-End Testing and Monitoring:

- Carrier pre-routing and call connection issues
- Dropped calls, long silence periods
- Wrong or slow IVR response
- Slow, no or wrong data
- Improper routing
- Agent login problems and slow screen pops

### Automated End-to-End Testing and Monitoring

To truly evaluate customer and agent experience and the integrated infrastructure that supports it requires putting real calls through the system from PSTN to ACD to IVR to CTI to CRM. The process starts with emulating customers calling into your contact center to initiate a transaction. Once the call works its way through the process, an emulated agent needs to answer the call. Both emulated endpoints must assess the experience and then synchronize results. Using the metrics provided by the Empirix Baseline Service as your foundation, you can accurately test and monitor your contact center to proactively identify or prevent performance problems on an ongoing basis. If you find and resolve a problem or make any change to your Voice applications — from updating a menu option to deploying a new business initiative such as speech recognition — the results of comprehensive testing that follows can be compared to your baseline to demonstrate improvement. The outcome of this testing then becomes your new baseline.

### Introducing the Empirix Virtual Agent Simulator

The Virtual Agent Simulator (VAS) emulates the interactions between an agent's desktop, specifically the CTI toolbar, and the CTI and CRM servers. It is the perfect complement to Empirix Hammer, the gold standard for emulating customer calls over the PSTN (or VoIP networks). VAS utilizes the patented Hammer Synchronization Server to coordinate results from both sides of the call.

The VAS simulates the agent's call handling and collects metrics from the agent's perspective. It determines where the call went (which agent or skill group), if there was attached data, whether the data was correct, and how long it took to populate the agent desktop. The collected data is then posted back to the Synchronization Server so it can be correlated with the caller data to provide an integrated view of the end-to-end call and unified reporting.

The VAS comprises two components: VAS Builder which is used to script the way in which the agent's client application will react to incoming calls and the VAS Runner which executes the scripts during testing or monitoring.

VAS Builder is a graphical development environment for visual scripting and debugging, consisting of pre-defined templates and real traffic recording to make script development easier and faster. Users start with the recording and define various action objects corresponding to graphical icons. They then use the objects to visually specify how the agent logs in to the CRM and CTI system and how the agent will respond when a call arrives. Finally, the script specifies what data is collected for posting back to the Synchronization Server.

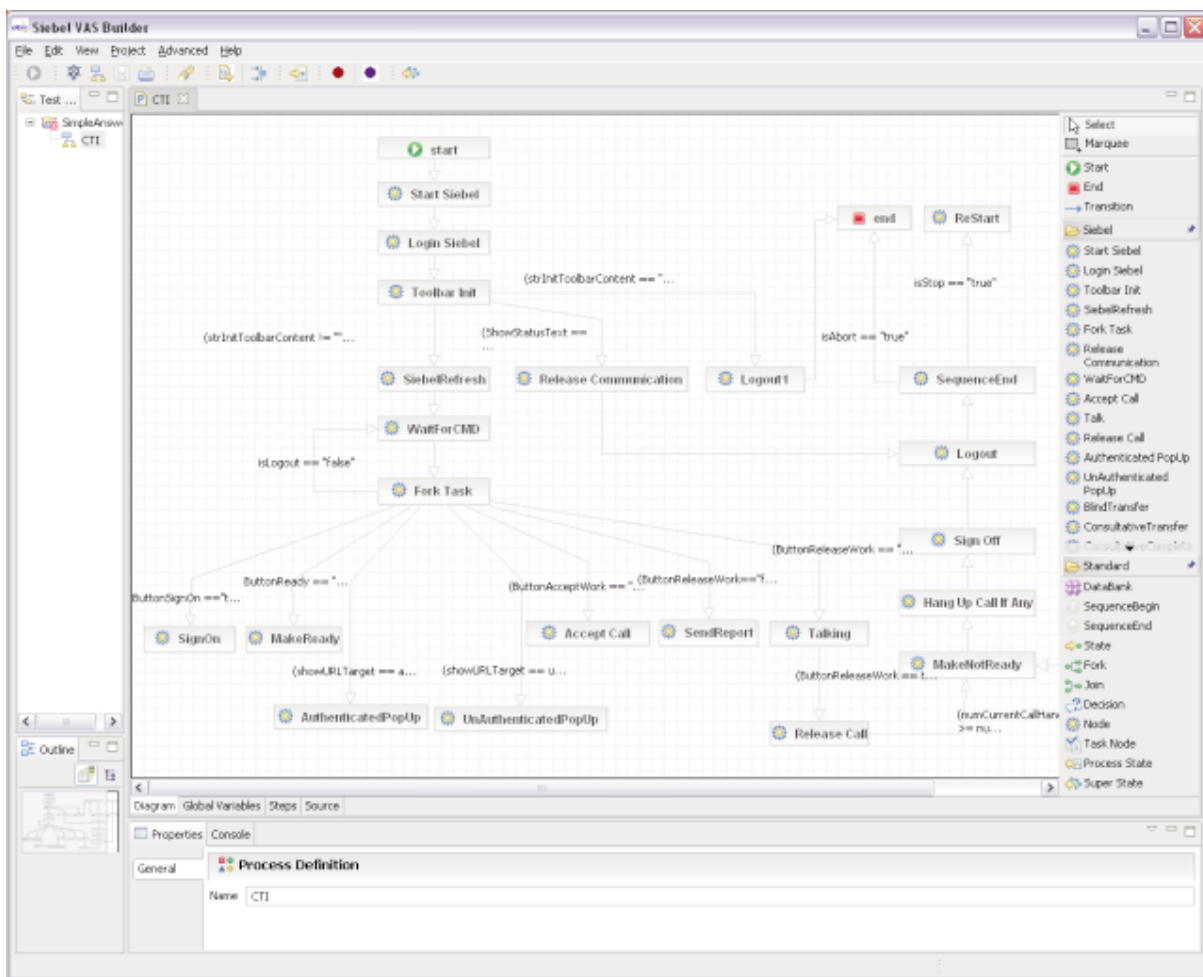
The VAS Runner comes in two configurations, one for test and one for monitoring. The test runner is scalable to 100s of agents and supports reporting through the Hammer Test System's CallMaster interface. The monitoring runner is designed for 24 x 7 operations and is remotely managed by the Empirix OneSight monitoring system via OneSight profile templates.

### Optimized for Siebel™

The VAS Builder can be utilized with any thin-client CRM desktop application, but it is equipped with a plug-in designed for Oracle's Siebel™, a CRM application with particularly complex interactions. The Siebel configuration includes pre-defined action objects, visual scripts templates for common Siebel interaction types and integrated recording. The Siebel VAS, jointly developed by Siebel and Empirix, enables automatic association of elements of recorded traffic with action objects, resulting in easier VAS building for the user.

### Empirix Professional Services – Minimal risk and Maximum benefits

The Empirix Contact Center professional services group has extensive experience with end-to-end testing, VAS Builder, Siebel and other CRM desktops. We provide services ranging from training and getting users started with scripting to a fully managed test service. Based on user's skills and needs we will recommend a service package appropriate for each customer's testing and monitoring needs.



Empirix VAS Builder Scripting Tool



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