

Empirix Baseline Service

Building a Foundation for Contact Center Service Assurance

FEATURES

- Measures real-time automated system performance
- Summary reporting to identify and compare baseline performance metrics with industry averages
- Baseline performance metrics customized to meet your unique needs

BENEFITS

- Highlights what your customers and agents are experiencing at that point in time
- Calculate and compare real world performance versus anticipated ROI
- Builds a foundation for setting service level agreements and acceptance criteria when testing new implementations
- Delivers a measureable and objective benchmark of current system
- Helps define threshold settings for ongoing performance monitoring
- Evaluates performance against acceptance criteria and specifications



Delivering true service assurance for automated systems within a contact center requires ongoing problem identification, solution implementation, testing, and monitoring. These elements are essential to success, but they are simply not enough. Baseline performance metrics — a measurable and objective assessment of system performance against which all future results can be measured — must support the entire process.

The First Step in a Lifecycle Approach to Quality Assurance

Empirix Baseline Service provides quantifiable, objective data that describes the availability, performance, and user experience delivered by your current contact center automated systems at a single point in time. The information delivered by Baseline Service establishes baseline performance metrics — the first step in a complete service assurance lifecycle.

- Set goals for new system development
- Measure the results of pre-deployment testing on new systems for an objective audit of project success and completion
- Ensure that new systems do not negatively impact the overall customer experience
- Establish new service level monitoring thresholds and identify new improvement opportunities based on the new thresholds

The Empirix Baseline Service includes initial planning, live assessment of your operational environment, and a written report. The actual metrics provided in the final report reflect your unique needs and your specific project. The metrics may include:

- Total number of calls placed
- Time to connect
- Time to greet
- Prompt accuracy
- Call quality
- Menu response times
- Database response times
- Transaction length
- Transaction failure rates
- Transaction failures by type
- Variation in call length

The Service Assurance Lifecycle

The Service Assurance Lifecycle approach enables you to ensure that quality is maintained as your contact center evolves and as you leverage new technology.

With 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.



Empirix is the leading provider of voice application testing and monitoring solutions. For a complete list of offices worldwide, or to find an authorized distributor in your area, please visit www.empirix.com/contactus.

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