

DATASHEET

Voice WatchSM

Customer Experience Monitoring

FEATURES

- Monitors and verifies quality and content of voice prompts along with prompt correctness
- Time and role-based alerts — users can specify alerts for different days/periods/people
- Provides a detailed breakdown on where errors occur and on what type of error
- Alerts indicate exactly where in the call flow a particular error occurred and why
- Role-based user access provides the ability for different people to manage their own real time and historical reports
- 24x7 redundant managed system (T1s, Hammer systems)

BENEFITS

- Improves caller Quality of Experience (QoE); reduces caller frustration
- Provides real-time access to current and historical data to benchmark and manage performance and identify persistent bottlenecks
- Notifies based on any condition through flexible threshold and alerting capability; learn about slowdowns before system failures.
- Enables users to proactively fix issues before they impact the business
- Monitors back-up systems to make sure they are at the ready in the event of failure
- Prevents technology issues from impacting Key Performance Indicators (KPIs)
- Provides visibility into the end-to-end customer experience
- Compliments existing management tools with voice customer experience perspective



Overview

Voice WatchSM is a proactive customer experience management solution that monitors the end-to-end performance of your voice applications and infrastructure from the caller's perspective – from the PSTN, through the IVR, and out to an agent. With regular periodic calls, Voice Watch measures carrier performance, host and database response times, prompt correctness, dynamic data accuracy, call quality, call routing, queue times, screen pop accuracy and timeliness. If an emerging problem is detected, Voice Watch immediately alerts the appropriate technical resource to report the location and nature of the performance issue. Additionally, performance metrics from each monitoring call – including audio recordings of failures – are posted immediately to the Web so that users can diagnose and fix urgent problems. Users can also use the application to automatically generate summary management reports and detailed technical reports to compare performance benchmarks and issues and help identify opportunities to continuously improve performance.

Voice Transaction Monitoring

Voice Watch is a family of managed services that monitor and manage the caller experience at increasing levels of depth in the call flow. The simplest service offering keeps tabs on carrier performance up to the point when your switch takes call supervision. The richest offering manages the entire, end-to-end caller experience out to the agent.

Voice Watch uses transactional call flows to navigate the contact center's automated systems measuring the network components, voice components and back-end database systems, evaluating their availability, accuracy and performance. Monitoring calls are placed at regular intervals providing regular visibility into the customer experience at every step of the call flow. Voice Watch ensures that a contact center's high value self-service applications, i.e. Pay by Phone applications, and high volume applications, i.e. Account Balance, are always available and performing optimally for your callers. It is also extremely valuable for monitoring idle back up systems to make sure they are available in the event of a failure. This proactive measurement also provides an early warning system to protect your contact center KPIs from unexpected technology issues.

Voice Application Performance Metrics Measured by Voice Watch include:

- 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)
- VRU/IVR response time to DTMF 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, mainframe, database, file, etc.)
- Queue time to agent (time on hold)
- Agent transfer statistics (dropped calls, failed transfer)
- CTI delivery to desktop

Voice Watch monitoring entails globally-dispersed Empirix Hammer systems automatically dialing your contact center every fifteen minutes and measuring various metrics during the call.

Empirix offers five levels of voice customer experience management with the Voice Watch service:

Application Live Monitoring. Once a call has been connected, Voice Watch Application Live Monitoring listens to the opening prompt to make sure that the call has been routed to the right place. Application Live verifies availability of the line, switch performance, call routing, and the initial prompt.

Call Transaction Monitoring. A Call Transaction consists of a specific path the caller traverses through using either touch tone or speech to complete a self-service transaction. For each call path, Voice Watch is programmed to dial or speak its way through an IVR self-service transaction – such as an account balance check, bill payment or outage reporting application. Call Transaction Monitoring manages the availability and performance of self-service transactions and measures carrier performance, switch, IVR, speech recognition and host/database response times.

Agent Routing Monitoring. Voice Watch navigates through a Transaction to reach agents, who are prompted to enter their station IDs. Agent Routing Monitoring measures queue time and verifies skill group routing. Agents can also be prompted for screen pop data to confirm screen pop timing and data accuracy. Softphones can be used instead of agent prompting to fully automate this service.

Call Quality Monitoring. Call Quality Monitoring measures the clarity and voice quality of voice prompts, monitoring for noisy TDM or VoIP carrier trunks, premise network problems, switch line card failures and IVR port problems. Results are determined with proven voice quality assessment algorithms (industry-standard PESQ scoring), and appropriate technical resources can be alerted in the event that performance degrades below specific thresholds.

Voice Watch — Managed Service Description

An experienced Empirix consultant works with your in-house staff to deploy a remote, end-to-end voice customer experience management solution, from the PSTN to the back-end databases. Voice Watch monitors your voice applications 24 hours a day, 7 days a week and alerts appropriate personnel of any performance problems. The performance data from Voice Watch is immediately posted to a secure Web site to help contact centers identify and diagnose performance issues that are impacting callers in real time.

Summary and technical reports as well as historical data are provided to help contact center managers optimize contact center performance.

Empirix consultants work with each organization to define and implement the ideal Voice Watch service for each contact center infrastructure. Additionally, these experts help define a specific set of services and the appropriate call flows to identify and monitor a) high value call flows; b) high volume call flows; c) additional call flows to provide maximum coverage of applications and systems.

Once the appropriate services and call flows are defined, implementation consists of five main steps:

- Creation of scripts to monitor the transactional call flows
- Configuration and creation of performance reports
- Configuration of advanced alert notification system
- Training on editing OneSight Voice Watch's paging and report settings
- Ongoing maintenance of the system and your customer scripts

Voice Watch provides a unique reporting ability in which monitoring results are published to a customer-specific Web page for the customers to view in "real time."

Through the portal interface, users can control and edit:

- Who is notified (which support staff are contacted)
- When they are alerted (at what time of day or week)
- How they are notified (via pager or E-mail)
- Why (for which particular tests: i.e. IVR vs. host database issues)

Additionally, users have the ability to disable the alert messaging for scheduled maintenance.

Set Up and Configuration

The Voice Watch managed service can provide immediate benefit to a contact center, providing unmatched time-to-value. Our rapid implementation of voice Customer Experience Management delivers instant value to a business. Once we receive the information on a voice application to be managed, Empirix voice experts develop Voice Watch monitoring scripts using the award-winning Hammer CallMaster™ and Hammer Dynamic Speech applications creating transactional call flows for each voice application. A call flow is comprised of the steps required to execute a single user transaction (See call flow diagram, Figure 1).

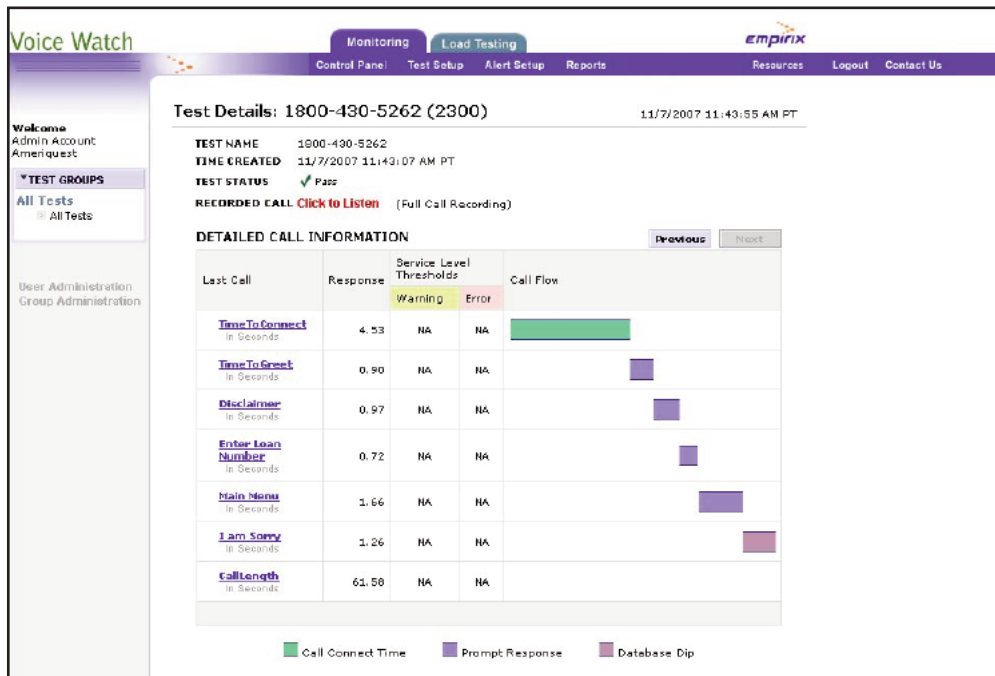


Figure 1.

Once monitoring scripts are written, Empirix will execute the scripts for a 3-4 day period to capture the different types of call treatment and refine the scripts as appropriate. After these scripts are fine-tuned, they are put into production leveraging Empirix's globally dispersed Hammer systems, providing the most advanced telephony environment available.

Voice Watch Monitoring Script Maintenance

IVR menus change on a regular basis in many contact centers. If an application is being monitored and the menu option changes, that monitored call flow will deliver an error. Therefore Empirix includes regular script updates for Voice Watch customers. Depending on the type of service, Empirix provides up to five hours of cumulative maintenance per transactional call flow per quarter to change scripts and manage the database. Unused maintenance time cannot be carried over to subsequent quarters. Additionally, 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.

Unsurpassed Voice Customer Experience Monitoring

Voice Watch is the industry-leading managed voice Customer Experience Monitoring service that replicates customer interactions, verifies prompt quality and correctness, and tracks critical performance metrics. By monitoring and managing from the caller's perspective, performance issues can be quickly identified and resolved, improving customer experience and reducing costs. The strengths and advantages of the Voice Watch solution provide the lowest cost of ownership and best return on investment for our customers. These unique benefits of Voice Watch are unmatched by any product or service on the market today.