

Telecoms Company Case Study

Proactively monitor capacity and inbound IVR services

Occam provides **capacity testing** and **inbound IVR monitoring services** to provide a superior customer experience



Industry

Telecoms Company
Calling Card Services
IVR Solutions



Profile

- Established in 2000
- Ireland's largest provider of pre-paid calling services
- Provides inbound IVR for one of the largest PPV services in Ireland



Challenge

- Ensure infrastructure capacity
- Outdated IVR documentation
- Proactively identify and resolve IVR configuration issues and ongoing systems stability



Solution

Occam Networks
Razor, specifically:

- Razor Discovery
- Razor Load
- Razor Monitoring



Benefits

- Improved customer experience
- System stability
- Reduced Overheads
Increased Revenues

Our Customer



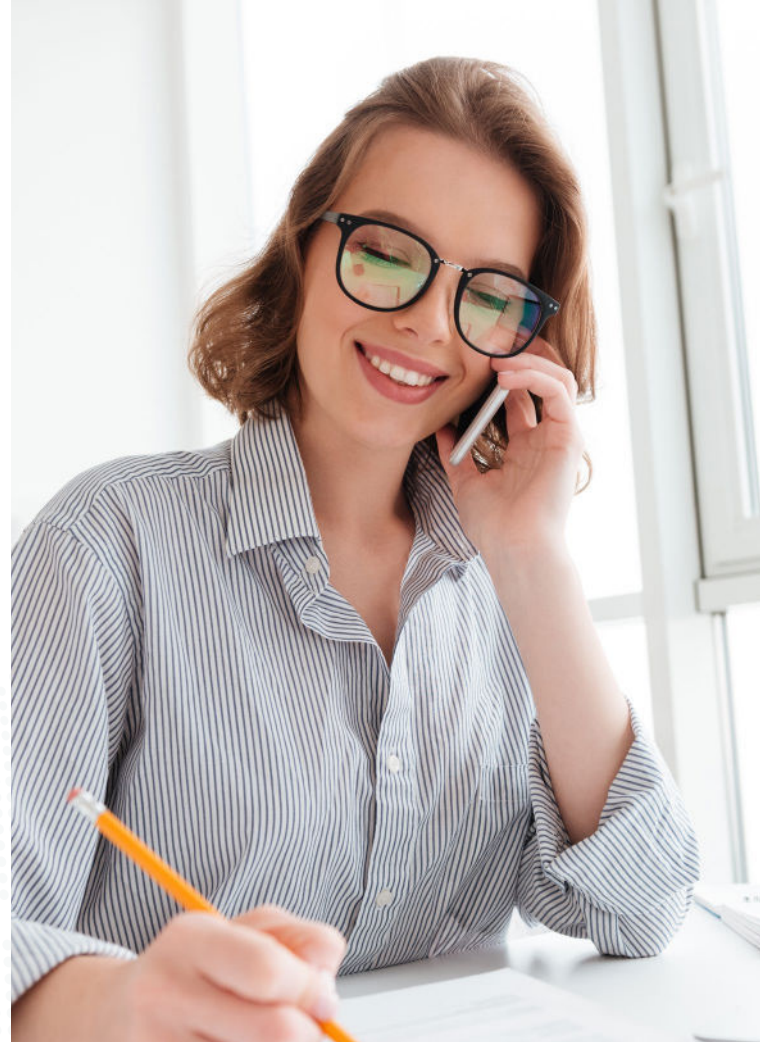
The Telecoms Company is Ireland's only fully authorized telecommunications company.



Offering a range of business and consumer voice services, payphone, internet and phone card services as well as its own uniquely designed range of intelligent network solutions.



Products sold in over 8500 locations nationwide.



The Challenge

The inbound IVR systems in place at this Telecoms Company support two of the largest areas of the business and represent the cornerstone of their operations.

The Telecom company pride themselves on offering exceptional network quality and ongoing customer service.

They are Ireland's largest provider of pre-paid calling cards with their Global Caller and Century 2000 branded calling cards.

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The fact that our Razor license offers unlimited testing throughout the year means we no longer need to consider testing fees when making changes to enhance the customer experience.

Gavin Curley, Operations Director - Telecoms Company





Ireland's largest provider of pre-paid calling cards

The Telecoms Company provides IVR services to one of Ireland's most popular and frequented PayPerView entertainment services with 99% of customer engagement occurring via the IVR when selecting and purchasing a PPV event.

"Any failures in our IVR platform or degradation in our network's capacity immediately impacts revenues and negatively impacts customer confidence in our services" says Gavin Curley, Operations Director at the Telecoms Company.



Drive innovation



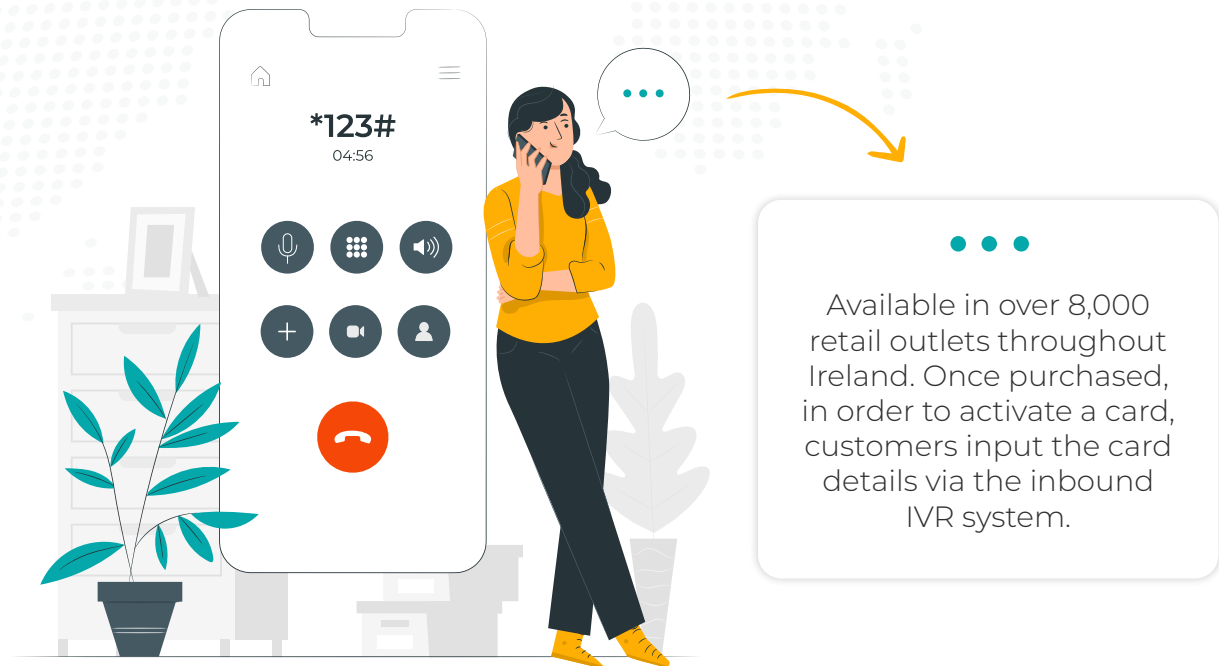
Benchmark existing IVR



Ensure resilience during peak times



Proactively monitor entire CX



The Solution

With unpredictable spikes in call traffic common in both areas of the business, the Telecom Company uses Occam's Razor to conduct capacity testing to routinely stress test their inbound IVR capabilities.

With unlimited access to Occam's capacity testing solution, the company has the ability to test their systems as required, without having to consider any upfront costs.

"If we see an unusual dip in revenues, we're able to immediately rule out potential problems on our network.

Before working with Occam, we would have to contact a number of different service providers to see if they could identify any problems at their end.

This could take weeks to rule out every eventuality and supplier." says Curley.

"Our business continues to grow, using Occam's capacity test provides us with the confidence that when we carry out any hardware or software updates, our infrastructure is still able to meet the demands of our business." says Curley.

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Razor Discovery is perfect! We needed updated documentation on exactly how our IVR was performing. It didn't disappoint!

Gavin Curley, Operations Director - Telecoms Company



The Telecoms Company were advised that 600 SIP channels were operating, Razor identified only 300 had been put into service.

Razor Identified unexpected IVR system CPU capacity issues that resulted in dropped calls.

Proactive monitoring through Razor now identifies issues before they impact revenues.

The Telecoms Company estimates **improvements have generated 5x more revenue than the cost of the license within the first 6 months.**



Intuitive Interface

Occam's intuitive interface allows users to setup a number of different testing scenarios to achieve the desired outcomes.

Curley says he's used other testing solutions in the past but these relied on the vendor creating and writing testing scripts with little leverage available.

"Occam's Razor is incredibly intuitive and, whilst the support is still there when we need it, Razor allows us the independence to create testing scenarios that meet our precise

requirements, whenever we require them." says Curley.

"The way in which our clients engage with their customers and the expectations of their customers continually evolves.

By offering customer unlimited use of all the testing services within our Enterprise Testing Suite, it allows them to remain incredibly flexible and offers the ability to constantly adapt to the demands of the business" said Chris Sibley CEO of Occam Networks.

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Gavin Curley, Operations Director - Telecoms Company



Automated IVR Discovery helped fill in the blanks

6 months prior to working with the Telecoms Company, a key member of their staff had accepted a job with another company.

After his departure, his replacement discovered the documentation supporting their IVR process was significantly outdated.

While Dome's IVR was working without documentation, it was impossible to determine where improvements could be delivered and how to safely eradicate redundant options.

Curley noted "We had to change our IVR options weekly yet lacked the confidence to remove or update options meaning our IVR was becoming quickly unmanageable."

Razor Discovery

The Telecoms Company utilized Occam's Razor Discovery tool to obtain detailed insight into exactly how their IVR performed.

Razor provides an interactive map of the companies entire IVR tree and highlights any problems or issues it may encounter.

"We discovered options within the IVR that we were led to believe had been removed several months ago" exclaimed Curley.

Not only does Razor provide a detailed report of the IVR operation, it also collates all the elements required to build future test cases, eradicating

the need to work with external third parties and incurring costly professional service fees.

In addition to utilizing Occam's automatic discovery capabilities, the Telecoms Company used the manual discovery feature as well.

In manual discovery mode, Razor enables users to direct the path they want Razor to take through the IVR and then automatically collates specific IVR scripts for future testing.

Manual testing saves time, resource and money when testing any functional changes to the system prior to launching into production.

24/7 IVR Monitoring allows Dome Telecom to invoke a proactive testing strategy

Before using Occam's Razor, the Telecoms Company only became aware of performance issues within their IVR configuration when customers complained or they saw a spike in the number of calls being passed to the agents.

"By this point our customers were already frustrated with the service they were receiving, the damage to our reputation had already been done" says Curley.



Proactive Monitoring

Razor provides 24/7 monitoring across the Telecoms Company's IVR infrastructure.

Placing regular test calls over both IVR configurations, Razor immediately alerts the appropriate departments via SMS or email when any test call falls outside the acceptable parameters put in place by the team at the Telecoms Company.

"Our IVR platforms operate 24/7 and knowing they are being continuously monitored offers peace of mind to a number of members of the business, myself included.

This is worth the cost of the annual license fee alone" says Curley.

The ease of use associated with the configuring parameters of acceptable levels of failure, allowed the Telecoms Company to adapt as the expectations of the business change.

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Razor supports our entire testing journey, from identifying issues, fixes and improvements through to ongoing monitoring. All on one platform for a single fixed fee.

Gavin Curley, Operations Director - Telecoms Company



Occam's Razor

Occam's intuitive, user-friendly dashboard provides historic and real-time statistics for straightforward analysis of any identified problems users can carry out an immediate, identical retest of a failed test call to ensure work completed to eradicate the fault has been successful.

Using industry standard methodology and algorithms ETS provides a Mean Opinion Score (MOS) for each test call placed.