



The University of Warwick Case Study

Occam's Razor provides clarity & ensures system stability

The University of Warwick uses **Razor** for load testing and monitoring of telephony systems



Industry

Education - Warwick University



Profile

World-leading University with the highest academic and research standards, consistently ranking as one of the world's greatest universities



Solution

Occam Razor, Specifically:
Capacity, Testing,
and Monitoring.



Challenge

Ensure contact center environment continued to operate as expected under sustained pressure and provide proactive, on-going monitoring of entire system



Benefits

- Simultaneous automated call traffic replicating peak traffic conditions
- Accurate identification of points of failure within the infrastructure

The Customer

The University of Warwick is a world-leading university with the highest academic and research standards.

Warwick consistently ranks as one of the world's top universities, attracting interest from thousands of prospective students going through the UCAS Clearing process.

To field this interest in a timely manner, it's vital that Warwick's call center is capable of providing efficient and reliable service during this busy time.

Following the installation of a new telephony system, Razor helped Warwick to meet the challenge and ensure everything ran smoothly for Clearing 2017.

The Challenge

"Once a year, we have the A-Level exam results which can lead students into UCAS Clearing. Once it starts, students call us to ask if they could potentially

be accepted onto one of our available courses," said Malcolm Days, Head of Infrastructure Services.



Although the University of Warwick typically has a relatively low number of places available through Clearing, the demand for these spots is often very high, making the efficient handling of inbound calls vitally important to the individuals involved, and for the reputation of the University as well.



"It's very important that the people who are enquiring get to talk to someone as quickly as possible," explains Days.

"It can be a very stressful time for the students; they've got to go through a process that can be quite rigorous when they only have a set period of time to make a choice that could affect their education and future career.

We have to ensure that we don't add to their anxieties and that our systems operate efficiently for everyone involved."





Setup and configuration of the software was straightforward and within a few minutes we were able to build and run exactly the type of test we wanted. It was perfect.

Malcolm Days, Head of Infrastructure Services



The Solution

Since clearing in 2016 under Days' management, the University of Warwick transitioned to a new telephony provider, installed new SIP trunks and deployed a new internal phone system.

As the University approached Clearing in 2017, they realized that the new system would need to be stress-tested to ensure its various components would support the increased call traffic during the clearing period.

According to Days says: "We knew we had a oneoff event coming when we were suddenly going to be hit with call traffic hundreds of times higher than our normal levels.

We knew it had to work and wanted to know, how could we test that?"



Finding the right partner

After searching for available solutions, Days discovered Occam, with the company's Razor appearing to represent the perfect solution.

A truly cloud-based solution, the deployment of Razor would not require extra infrastructure or investments – which would have been prohibitively expensive, especially considering the limited duration of the University's particular use case.



Why it works for us

"We use Razor to essentially say 'place X calls' to these numbers and we can then watch the calls arrive.

We see them get answered by our systems while Razor automatically checks they receive the correct messages and the calls go into the appropriate queues.

That's really the only way we could get the reassurance we needed that all the components were going to work as we expected them to," explains Days



No additional hardware or infrastructure changes



Pay-as-you-go commercial model

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Malcolm Days, Head of Infrastructure Services



The Benefit

For Days, the obvious benefits of the Occam solution were two-fold.



Pay as you go model

First, the “pay as you go” payment model which required no upfront investment in hardware, no highly priced consultancy fees and no setup charges.



Ease of use platform

Second, the solution’s extreme ease-of-use emerged as a strong benefit as well.

As a cross-platform, browser-based automated testing tool, the Occam solution has been designed for optimal user-friendliness allowing even nontechnical staff to design, create and launch tailored tests.



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I would definitely recommend Occam's Razor to other universities as a great way of tackling the problem we all face in handling this highly important, annual event.

Malcolm Days, Head of Infrastructure Services



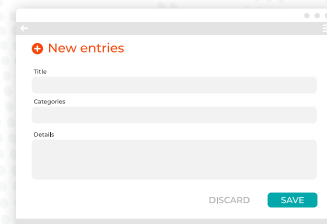
“It is all done through a web portal,” said Days. “Once we had access, it was easy to go through the portal and set up exactly the type of test we wanted.

We could start the test, observe it running to see how the systems performed and make any necessary changes.

I even ran some tests from my iPad so I could go and stand next to the agents and trigger the test and see the process from every angle. It was perfect.”

The tests revealed how the individual components of the new system would work with the full load and whether the system was configured in the best way.

“This highlighted our bottlenecks,” says Days, “allowing us to make changes to the technical configuration, based on



the Razor results, to improve the call flow. We were then able to quickly run another test to ratify that the changes had the desired effect.”

Perhaps the most important benefit that Occam's Razor delivered for Days and his team, was peace of mind.

About Occam

Occam Networks delivers automated testing, analysis and anti-fraud solutions to telecoms operators, enterprise customers and contact centers worldwide.

Providing easy to use software, coupled with support and insight from top industry experts and influencers, Occam Networks is one of the leading

automated testing and anti-fraud providers globally.

Our solutions are designed to remove the complexity of testing and analysis and present customers with the key information they need in a simple, straightforward format, whenever and wherever they need it.