

nGeniusONE: Pinpoints Source of Voice Quality Issues in Call Center, Ensuring Better Customer Experience

BANKING SOLUTION AT A GLANCE

- nGeniusONE™ provides critical insights into the UC performance problems
- Enables IT to identifying source of QoS problems in multi-vendor voice environment
- Fosters greater IT collaboration, ends finger pointing, and allows call center problems to be quickly resolved



For more than a century, this large U.S. commercial bank has been serving customers through more than 3,000 offices in 25 states. As one of the top five banks in the nation, they offer a full line of services, including 24-hour banking at branches or via customer-facing call centers available to nearly 20 million customers.

The Challenge: Identifying Source of Call Quality Problems in Multi-Vendor Voice Environment

In order to improve the customer experience, the bank engaged in a high profile, multi-faceted, and costly unified communication (UC) upgrade project across their call centers and data centers, moving to Session Initiation Protocol (SIP) trunking from a traditional time-division multiplexing (TDM) model. This initiative was projected to save the company \$1 million per month. However, this multi-vendor voice environment required 24-hour uptime, which was being compromised by quality of service (QoS) issues.

Queues began filling up as calls flooded into the call centers, resulting in long delays, which in turn negatively impacted the customer service experience. IT was faced with the significant challenge of finding the source of the problem among different session border controller (SBC), media Intranet and voice over Internet protocol (VoIP) technology vendors. Lacking vendor-independent visibility into this complex environment resulted in massive finger pointing and long delays in resolving issues.

The Solution: nGeniusONE Quickly Pinpoints Root Cause of QoS Issues

NETSCOUT® was selected to address the bank's UC call center QoS issues. To isolate and quickly pinpoint the root cause of these call quality problems, the nGeniusONE™ Service Assurance platform with Adaptive Service Intelligence™ (ASI) technology, Infinistream® appliances and nGenius® UC Servers were deployed.

nGeniusONE immediately identified that call traffic had the proper QoS tag (46) when entering the SBC, but was incorrect (0) as it exited the outsourced interactive voice response (IVR) system. This meant that calls were being given best effort delivery, which explained why they were queuing up. nGeniusONE's traffic intelligence enabled IT to gain critical insights and pinpoint exactly where within the environment the misconfiguration was located.

Value: Improved IT Collaboration Leads to UC Service Assurance

As Guardians of the Connected World™, the bank's IT team has the enormous responsibility of ensuring that its call centers are working at their peak in order to assure the best customer experience. nGeniusONE provided critical insights into the performance of packet-based traffic, allowing IT to rapidly pinpoint the reason behind QoS issues in the call center. This invaluable intelligence effectively reduced Mean Time To Know (MTTK), which led to an accelerated Mean Time To Repair (MTTR).

nGeniusONE enables IT to:

- Gain critical information useful to both network and voice teams to resolve the root cause of the problem.
- Reduce time lost with finger pointing between the multiple vendors involved.
- Facilitate a collaborative approach to solving a network problem impacting UC.
- Stop the blame game and help reduce MTTR.



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