

Service Company Improves Customer Experience in Contact Centers & Branch Offices with NETSCOUT

NETSCOUT Solutions Provide Comprehensive Service Assurance, Improving IT Productivity, Efficiencies, and Costs

OVERVIEW

Business Challenges

- Following implementation of new UC&C system, QoS issues and echo problems created a poor user experience
- IT faced challenges in proactively pinpointing source of problems for rapid triage and resolution, putting the success of UC&C initiative in jeopardy, as well as achieving membership growth and retention goals at risk
- Network unavailability issues at the branches during virus software updates impacted security, customer service and revenue

NETSCOUT Solution

- nGeniusONE® Service Assurance platform with UC&C visibility, InfiniStream® appliances, and ASI technology for assurance of voice and data services across contact centers and data centers
- nGenius® for Flows and nGenius Collectors for NetFlow for tracking remote office issues and capacity planning, trending and reporting between remote locations and data centers
- nGeniusONE Global Manager to combine metrics and analysis to provide an executive dashboard with comprehensive views and reports based on both NetFlow and packet-based data
- nGenius®PULSE for proactive testing of cloud and VoIP services, along with OptiView® XG for path-mapping from the remote branch offices

Business Value

- Achieve lower MTTR when diagnosing network or customer experience issues in contact centers, data centers, and remote offices
- Lower monthly vendor costs by retiring of ineffective point tools with a single solution for data services, voice signaling, and call quality with ASI technology and capacity planning for remote offices with NetFlow
- Improve productivity, efficiencies, and costs for the IT organization, while protecting customer experience and revenue opportunities



Customer Profile

This century-old service business caters to consumers and travelers through several customer call centers and more than 200 remote branch offices to handle inquiries related to travel requests, insurance plans, and roadside assistance problems. The company relies heavily on both their phone-based agents and customer service representatives who manage all customer interactions. In order to achieve membership growth and retention goals, the company places a top priority on delivering the highest-quality communication experience for customers, both in person and over the phone.

Business Challenge

In the last few years, this company faced several business challenges that resulted in its acquisition of NETSCOUT® solutions for performance assurance of voice and data applications. The original issue involved addressing calls into the contact center for travel requests and roadside assistance issues. They needed to ensure these were handled with high quality and in a timely manner, particularly during peak call periods that often occur during poor weather conditions or high travel-planning seasons. During several unexpectedly high periods of call volume, some customer service agents reported a spike in incomplete calls and calls with echo. As existing tools were incomplete and the problems plagued the company for weeks, damage to customer experience and the company's reputation had the IT staff turn to NETSCOUT and our nGeniusONE Service Assurance platform for both voice and data issues.

Over time, additional opportunities arose for greater visibility and service assurance analysis. With more than 200 branch offices supporting both agents and customers, understanding bandwidth utilization, bottlenecks, and slowdowns to the core data centers was a constant concern. Ensuring these same sites were protected against viruses was also paramount to the organization. So, when a periodic software update brought down some branches, there was

understandable frustration. The branches are where this company's customers interact on a variety of revenue-enhancing, activities, from travel-related services to insurance coverage for homeowners, boats, and automobiles. The lack of proper visibility to troubleshoot bandwidth issues was creating a negative impact on the business. Furthermore, intermittent problems were impacting quality voice communications at the branches, as well as slowness accessing customer records in their customer resource management (CRM) application.

NETSCOUT Solution

Previously, the company's IT team had turned to NETSCOUT to address its contact center issues, selecting the nGeniusONE Service Assurance platform with Adaptive Service Intelligence™ (ASI) technology along with several InfiniStream appliances to provide unique insight into unified communications and collaboration services (UC&C). These InfiniStream appliances were strategically deployed for visibility of both voice and data services across the contact centers and data centers handling customer interactions with service representatives.

Based on those early successes with NETSCOUT solutions, when additional issues impacting the branch offices occurred, the IT staff recognized the importance of providing critical traffic intelligence for rapid triage to repair these issues. They added nGenius for Flows and nGenius Collectors for NetFlow for tracking the branch office issues, including capacity planning, trending and reporting between remote locations and the data centers. Due to the importance of the business conducted at the branches, the company has a goal to get ahead of issues before they impact the offices. As a result, it more recently deployed nGeniusPULSE for proactive testing of cloud and VoIP services, along with OptiView XG for path-mapping from the remote branch offices.

NETSCOUT Solution in Action

This company has leveraged a comprehensive deployment of the NETSCOUT family of solutions for the most complete and cost-effective service assurance possible. When they first implemented nGeniusONE with UC&C capabilities and the InfiniStream appliances for the contact center issues, the IT staff quickly and easily pinpointed firewall trust issues as the root cause of the incomplete calls problem. For the calls suffering from media quality problems and echo issues, IT leveraged enhanced UC&C analysis capabilities to discover that the echo problem was being introduced at the UTA (universal telephony adapter) and was due to improper QoS class assignments. Further, they are using nGeniusONE to map SIP calls end-to-end to reveal the root cause of call quality issues in the contact center when they occur.

In order to gain cost-effective visibility into the 200+ remote branch locations, the company leveraged readily available NetFlow data and extended their NETSCOUT deployment with nGenius for Flows and nGenius Collectors. They are now tracking remote office activity and utilization to meet the needs of incident analysis, capacity planning, trending, and reporting between remote locations and the data centers. Most recently, the company has added the nGeniusONE Global Manager to combine metrics and analysis across the contact centers, data centers, and branch offices to provide an executive dashboard that delivers comprehensive views and reports based on both NetFlow and packet-based data.

The IT staff is also taking proactive measures by adding the nGeniusPULSE solution for testing cloud and VoIP services from the branch locations that uncovered targeted websites with slow response time. The OptiView XG solution has been added and is being used to reduce the number of times network engineers need to travel to the branch offices. Path-mapping analysis in the OptiView XG from the remote branch offices has revealed misconfigurations causing delays for some applications.

Business Value

NETSCOUT solutions at this service company have completely evolved their approach to assuring high-quality customer experience, regardless of how the customer chooses to interact – over the phone with the contact centers or in person at the branch offices. The company has reduced the mean-time-to-repair (MTTR) issues when diagnosing network, application, or customer experience problems in contact centers, data centers and remote offices, sometimes correcting them before the users feel the impact of the problem.

The company is also lowering their vendor maintenance costs by replacing several ineffective point tools with a comprehensive solution for service assurance from NETSCOUT. They are benefiting from all the capabilities of service assurance and performance management for data services, voice signaling, call quality, capacity planning, NetFlow monitoring, and proactive testing in wired and wireless environments; all provided by NETSCOUT.

The service company has recognized several unanticipated benefits, as well. They have reduced the number of times they need to send staff to remote offices with the visibility they have achieved in these locations. And they are seeing the value in improved productivity, efficiencies, and costs for the overall IT organization. In the end, they are realizing the ultimate in value because they are protecting customer experience and revenue opportunities.



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