

# Service Assurance Improves Online Mortgage Broker's Revenue Opportunities, Costs and Quality Services

NETSCOUT Solutions Provide Critical Visibility to Improve User Experience with new UC&C Services

## OVERVIEW

### Business Challenge

- Following implementation of new SIP trunking and call dialing services, there were several quality issues impacting customer experience
- IT faced challenge of proactively pinpointing source of problems in order to rapidly triage
- Success of SIP Trunking initiative was jeopardized, as well as potential loss of revenue for business

### NETSCOUT Solution

- Combination of nGeniusONE® Service Assurance platform and InfiniStream® appliances were chosen as best-of-breed solutions
- NETSCOUT® solution proactively collects, organizes and analyzes traffic data to provide rich information about the performance of UC services
- Traffic analysis flagged a potential oversubscription issue

### Business Value

- IT team able to effectively monitor and proactively diagnose network issues
- Achieve lower MTTR when diagnosing network or customer experience issues and reap the rewards of lower monthly vendor costs
- Ensure high quality customer experience and take advantage of greater number of revenue opportunities



### Customer Profile

This U.S.-based, online mortgage broker is not only one of the largest retail lenders in the country, it also offers several other real-estate services like title insurance, property valuations, closing services, other FHA-backed mortgage programs and a network of real estate agents. With tens of thousands of employees and billions of dollars in mortgage volume, interpersonal communications is one of the most important services to the success of this company.

### Business Challenge

As an online business, this mortgage broker depends on its communication systems to generate revenue for the company. The quality of calls and reliability of applications directly impact the user experience, which in turn impacts the bottom line. To ensure the highest quality communications, the company embarked on a major Unified Communications (UC) project by migrating to a SIP trunking service. This upgrade was expected to save as much as \$100,000 per month, while at the same time improving revenue opportunities by enabling outbound dialers to generate 16 times the number of calls with potential mortgage and refinance customers.

Following implementation of the UC system, quality-of-service (QoS) issues, echo problems, switch issues resulting in dialing problems, and DNS/HTTP errors within the voice mail web app created a poor user experience – jeopardizing the success of the project and potentially harming the business. IT faced the difficult challenge of proactively pinpointing the source of the problems, in order to rapidly triage and resolve them.

## NETSCOUT Solution

To address the company's pressing UC challenges, IT turned to NETSCOUT's best-of-breed solutions. The nGeniusONE Service Assurance platform with Adaptive Service Intelligence™ (ASI) technology, along with several InfiniStream appliances, provide visibility into the strategic SIP Trunk initiative. The InfiniStream appliances are supporting 10GbE deployments in data centers where the automated dialers are initiating the calls to potential customers.

The InfiniStream platform proactively collects, organizes and analyzes traffic data to provide rich information about the performance of business services and unified communications. Armed with this data, IT is able to quickly determine the root cause of problems and achieve seamless service assurance.

## NETSCOUT Solution in Action

The nGeniusONE platform was chosen to gain visibility into several of the company's data centers to a number of critical areas. NETSCOUT's platform stands out due to its ability to provide VoIP and SIP trunking service assurance functionality that enables IT to monitor and analyze issues including Echo in calls initiated by new call dialers, QoS misconfigurations impacting quality of outgoing calls from key locations, and network issues impacting dialing problems. Quickly identifying issues in the new SIP trunking and outbound calling areas are essential to achieving increased goals in reaching target prospects and ultimately incremental revenue improvements.

The success of the new SIP Trunking and Call Dialing project is also dependent on the optimal performance of the business data applications and services that run simultaneously in the company's data centers. Customer resource management applications, quoting applications, and email services are all operating along-side voice services. In selecting nGeniusONE, the company has proactively flagged potential oversubscription with some of their infrastructure devices. Visibility throughout the complex, multi-vendor data center infrastructure is enabling IT staff to be proactive and reduce MTTR when triaging challenging issues.

## Business Value

Once the NETSCOUT solution was implemented, the IT team was able to effectively monitor and rapidly diagnose network and customer experience issues. This has allowed IT to reduce mean-time-to-repair (MTTR), while also reaping the rewards of lower monthly vendor costs. "The NETSCOUT solution saves us time, makes us faster to market, and allows us to reclaim resources after a campaign," explained the company's Voice Telecom Director.

As a result, this online mortgage broker has been able to ensure the highest quality customer experience and take advantage of a greater number of revenue opportunities. In addition, the company now has the flexibility to provide key services needed for continued growth.



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