NETSCOUT

Government Agency Successfully Establishes Outsourced Call Center for Citizens during COVID-19

Agency's Contact Center Provider Meets Escalated Service Launch Timeline with NETSCOUT

OVERVIEW

The Challenge

- Critical federal agency Contact Center platform transitioning to hosted Cisco Webex platform during onset of COVID-19
- Contact Center configuration sized for thousands of concurrent users supporting incoming citizens' calls and live chat requests

The Solution

- nGeniusONE® Service Assurance platform, with UC&C smart analytics
- NETSCOUT® Certified InfiniStreamNG® software appliances
- NETSCOUT Certified Packet Flow Operating System software and PFS Fabric Manager
- NETSCOUT Remote Site Engineer

The Results

- Uninterrupted federal benefits delivery to citizens in need
- CCSP's reputation in government sector enhanced by rapid Call Center establishment expertise

Customer Profile

This global Contact Center Services Provider (CCSP) delivers Call Center services to hundreds of worldwide clients, using numerous data center facilities around the world. The company's client base includes global organizations in the government, healthcare, financial services, communications, and travel & leisure businesses. In addition to Call Management and Contact Center Services, the company offers a proprietary customer engagement solution that factors human, digital, and automated touchpoints.

The company's total business supports more than $3.5 million in daily financial transactions across six continents, with more than 45,000 Customer Service Agents working to help the CCSP earn high marks for customer satisfaction.

The CCSP is a long-time NETSCOUT customer, relying on the nGeniusONE Service Assurance platform and Smart Visibility approach for real-time monitoring of this diverse Contact Center technology suite.

The Challenge

One of the CCSP's recently added government clients found itself facing distinct service delivery challenges, some of which had resulted with the arrival of COVID-19.

With the pandemic causing increases in both unemployed workers and those now transitioning to remote office environments, the need to provide citizens with uninterrupted remote access to this critical federal government support program had only escalated.

With the onset of the pandemic, this agency had made the difficult, but necessary decision to temporarily close all of its national service centers. At the same time, the agency was transitioning their Unified Communications (UC) Call Center technology platform to an outsourced service model, contracting the CCSP to manage a customer-facing, next-generation Cisco Webex platform. The CCSP had collaborated with its technology partner, Cisco, to design a Webex-based Unified Communication as a Service (UCaaS) solution that would support tens of thousands of concurrent telephone calls from citizens with questions regarding benefits assistance. The solution architecture also featured Cisco's Application Centric Infrastructure (ACI) software-defined networking (SDN) solution, which provides the CCSP's IT team with reduced configuration cycles and increased flexibility.

For the CCSP, this project represented a pivotal moment and demonstrated how quickly they were able to establish this new contact center platform, collaborating with both the federal agency and its technology partner in an unusually short timeframe.

Solution in Action

In rapidly establishing a Webex-based, Unified Communications as a Service (UCaaS) platform for this important government customer, the CCSP relied on the proven, production-ready nGeniusONE platform, as well as NETSCOUT subject matter experts familiar with both the CCSP's hosting operations and Cisco's Webex UC platform.

The CCSP is using a NETSCOUT implementation already integrated in the standard deployment model established for all new clients, which includes:

- nGeniusONE, offering real-time performance analytics for UC&C, application, network services, and next-generation cloud and virtual platforms

- NETSCOUT Certified InfiniStreamNG (ISNG) software appliances, providing smart visibility for the newly deployed Cisco Webex UC architecture operating in the UCaaS environment

- Packet Flow Operating System (PFOS) Software for Certified Packet Flow Switch 5110, which supports high performance in Cisco's ACI SDN environment by monitoring both logical and physical connections. In addition, this NETSCOUT packet broker solution complements the Cisco ACI design by load balancing traffic flow in the data center, as well as dynamically managing packet forwarding at scale. The IT team is also taking advantage of NETSCOUT's Fabric Manager technology to pre-stage packet broker changes in advance of a maintenance window, without disrupting the current configuration.

With the collective organizational investment in the successful start-up of the federal agency's UCaaS platform, NETSCOUT personnel resources worked to deploy ISNG smart visibility appliances weeks in advance of formal contract execution, to help both Cisco and the CCSP to determine whether the Webex configuration was sized and tuned to sufficiently handle anticipated concurrent call volumes.

In further ensuring the project's success, NETSCOUT subject matter experts also worked to:

- Modify standardized nGeniusONE monitoring templates already in use at the CCSP to develop real-time dashboards and monitoring workflows in the pre-production Webex environment

- Validate nGeniusONE performance metrics in production against the pre-production environment

- Assure nGeniusONE performance analysis supported the service level agreement established for the federal agency

The Results

For this government agency, the measure of project success was directly connected to the CCSP's ability to quickly establish a next-generation Call Center technology platform without service interruption, citizen complaints, or adverse media coverage.

For the CCSP, project success was predicated on their institutional reliance on deploying a NETSCOUT Service Assurance platform for this federal agency that was similar to standardized nGeniusONE builds already providing high-quality UC&C service delivery to large-scale government and commercial customer operations alike.

For the nation's citizens, the success of Contact Center service establishment was measured by their abilities to quickly access government call center agents to clarify questions regarding much-needed benefits and payment programs.

LEARN MORE

For more information about NETSCOUT Federal Civilian, State & Local Governments solutions, visit:

https://www.netscout.com/solutions/federal-civilian-state-local-governments