

Real-time call center monitoring

Client Overview

A leading cloud-based communications technology company that offers hosted contact center services needed a way to improve performance metrics, eliminate the guessing game of problem resolution and dramatically increase customer satisfaction. To attain this, they wanted a unified view into their infrastructure that would allow them to monitor calls in real-time.

Highlights and Benefits

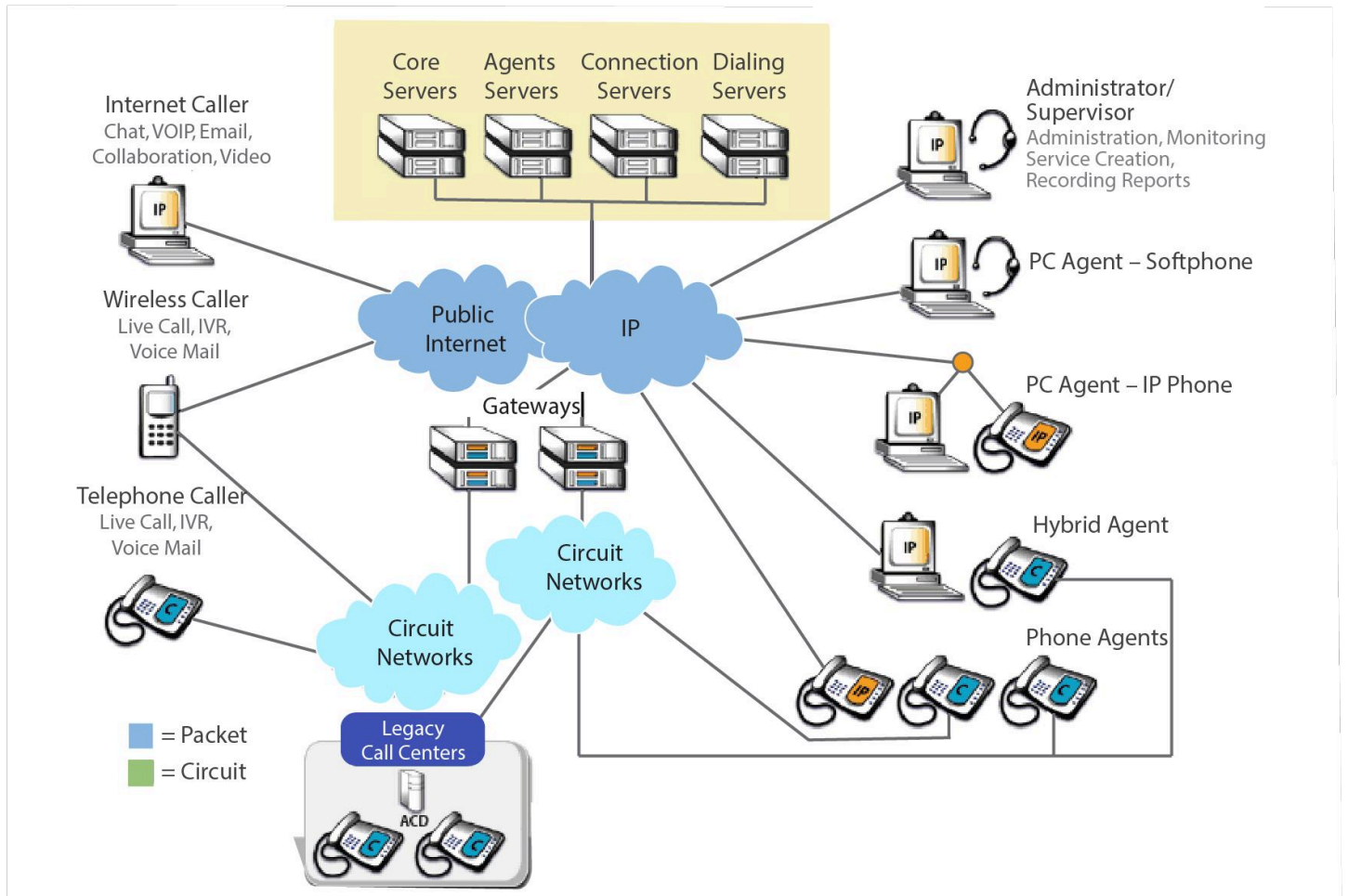
- Call centers process millions of minutes of calls per day across vast distributed networks around the globe
- Gathr.ai provides an infrastructure monitoring platform that allows a unified view and analysis of events in real-time

Challenges

In the battle for consumer loyalty, the contact center is at the heart of customer care strategies. It is the central hub of communications and customer service for enterprises and is responsible for the vast majority of consumer interactions and service-related transactions in today's market. The customer service touch points—such as resolving a complaint, taking an order, renewing a warranty or up-selling a product—are pivotal in accomplishing strategic business objectives.

Enterprises are increasingly realizing that running a call center is not their core business and are therefore choosing cloud-based contact center services. The sole focus of these call centers is to create positive customer service experiences, and they must do so across multiple channels of interaction as quickly and as economically as possible. As a result, contact centers are under pressure. They must adapt rapidly to the changing technology landscape and the demands of ever increasing customer expectations.

As you can see in the diagram below of a hosted call center solution, events are scattered in different media servers and networks across vast geographies. Correlating the entire puzzle is a complex and incredibly complicated proposition.



In an effort to improve performance metrics such as call abandonment rate, average speed of answer, and average call length, the client wanted to monitor the activities of every call in real-time. From an operational perspective, this meant creating a centralized system where operations personnel could:

- View the behavior of the call center infrastructure
- Trace the complete call flow
- View current calls happening in real-time
- Generate reports that could predict future hardware capacity needs
- Search calls based on various filters such as phone number, caller name and time in queue

Our Solution

Gathr.ai delivered a five-part solution:

IVR Call Flow

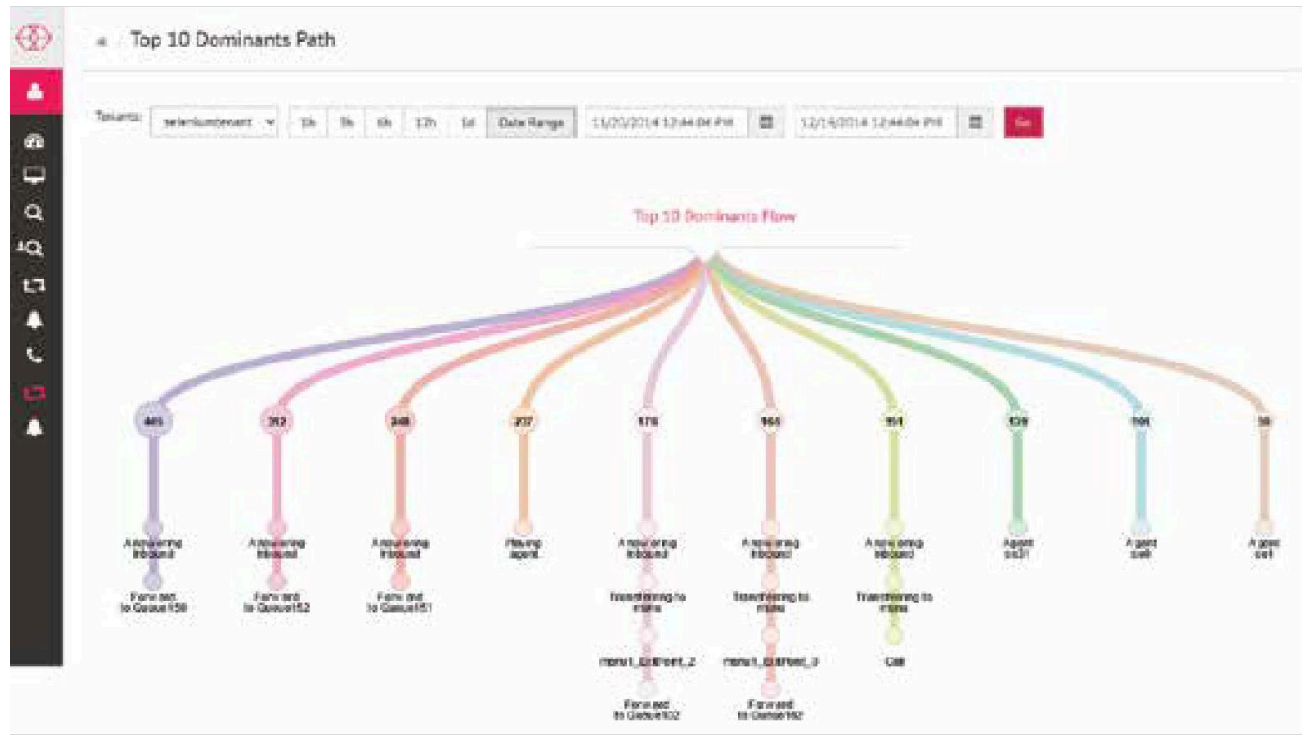
Call “stitching” in real-time that includes the ability to view, sort, filter and zoom into a call.



Infrastructure Monitoring Application – IVR Call Flow Diagram

Dominant Path Flow

Insight into the top 10 most dominant paths a customer follows, including the ability to report the IVR



Infrastructure Monitoring Application – Top 10 Dominant Path Flow Diagram

Technologies

Gathr.ai, Kafka, RabbitMQ, Storm, Zookeeper, Graphite, Tomcat, ElasticSearch, Couchbase

- **SLA Alerts:** Service level alerts in real-time allow managers to escalate issues and resolve them as they are happening
- **Sentiment Analysis:** The system performs real-time, multi-lingual classification and sentiment analysis of text data, including the ability to generate alerts on email and conversations happening in real-time
- **Predictive Analytics:** A reporting tool provides the ability to generate historical reports for future pricing models and requirement identification. The reports can be viewed on the UI for analysis and enabling business decisions

Conclusion

This case study proved the immediate and quantifiable business benefits from real-time streaming analytics for the telecom/ VOIP/ Call-Center industry.

- Numerous person-months of productivity gain
- Customer complaint resolution speed
- Customer satisfaction index
- Higher customer retention rates

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