

# VOICEWATCH

Delivering End-to-End Transparency for a Better Customer Experience

## Detect Costly Voice Technology Issues Before Your Customers Do

Today's contact centers are a complex web of interdependent, multi-vendor devices and applications, each serving a specific purpose and playing a role in the experience that your customers have when they contact you. As contact center complexity increases, so too does the volume of dissatisfied customers, adding pressure to operations teams who must quickly detect, diagnose, and even predict technology issues before they impact customers or revenue.

But detecting and diagnosing problems in a complex, end-to-end production environment isn't easy. You must test each component independently as well as its interoperability to ensure a seamless customer experience.

Traditional tools provide an endless supply of data, reports, and alerts, but cannot pinpoint the issues that impact customers the most. In a world where failures often result in multidirectional finger pointing, cross-functional teams require tools that can quickly identify these issues and assess customer impact.

**Figure 1:** Systemic Service Disruption Caught by VoiceWatch



## Improve Technology Performance and Minimize Risk with VoiceWatch

VoiceWatch is a full-featured, proactive monitoring solution by Hammer, the leader in end-to-end quality of experience testing and monitoring. VoiceWatch detects and diagnoses current and potential technology problems from the public switched telephone network (PSTN) to the IVR application by emulating real-world customer interactions around the clock.

## Key Capabilities

- ▼ Detect costly voice technology issues before your customers do
- ▼ Measure the end-to-end customer experience from carrier to agent
- ▼ Prevent technology issues from impacting key performance indicators (KPIs)
- ▼ Fix issues before they become system failures
- ▼ Prevent costly outages
- ▼ Proactively manage performance and identify persistent bottlenecks
- ▼ Complement existing system management and passive monitoring tools with ongoing customer experience monitoring
- ▼ Improve Quality of Experience (QoE)

When a customer-impacting event is detected, VoiceWatch records it and pinpoints where it occurred. Operations teams are alerted via SMS or email, enabling them to quickly identify the root cause and analyze its impact.

#### With VoiceWatch, you can:

- ▼ Create your own test scripts or leverage Hammer experts
- ▼ Set alert thresholds for user experience indicators
- ▼ Execute test scripts 24/7
- ▼ Schedule test phone calls to run every 5, 10, or 15 minutes
- ▼ Leverage advanced speech recognition for proper content verification
- ▼ View call results, performance trends, and historical summary reports via a web interface
- ▼ Create custom templates to send email or SMS alerts
- ▼ Pick country of origin for local/international tests

### Eliminate Expensive Outages

According to NEF, a data center outage can cost as much as \$9,000 USD per minute. That's a tough pill to swallow considering that 80% of unplanned outages are caused by poor planning and are, therefore, preventable. Outages directly impact:

- ▼ Customer satisfaction scores
- ▼ Customer churn
- ▼ Revenues and profitability
- ▼ Operational costs
- ▼ ROI on technology investments

By identifying, and even preventing, downtime, outages, and failures, VoiceWatch preserves customer experience and reduces mean time to repair, delivering real cost savings and immediate value for your business.

### VoiceWatch Monitors:

- ▼ IVR application performance
- ▼ Voice quality
- ▼ Speech application functionality
- ▼ Open/closed operating hours
- ▼ Quality of customer experience
- ▼ Toll free availability
- ▼ Courtesy call back / call back assist
- ▼ Backend host availability
- ▼ Conference bridge performance



**Hammer has been great. [VoiceWatch] is accurately identifying approximately 90 to 95 percent of our errors.**

- **Director of Customer Experience**  
Technology at a leading U.S. Pharmaceutical chain

### About Hammer

Hammer, an Infovista company and global leader in network and service testing, performance monitoring, assurance and analytics, provides customer experience assurance solutions across two market categories: network and service performance monitoring, assurance and analytics for Communications Service Providers (CSPs), and automated customer experience testing and monitoring for Enterprise Contact Centers. Many of the world's leading CSPs and Enterprises depend on Hammer solutions every day to increase customer experience, service performance & quality and revenues, whilst reducing operational costs and customer churn.

For more information, visit [www.hammer.com](http://www.hammer.com)