

THE OPTX PLATFORM: DELIVERING **UNIFIED CONTACT CENTER** **ENTERPRISE ASSURANCE**

CONTACT CENTERS PROVIDE A MEANS FOR MODERN COMPANIES TO CONDUCT A RANGE OF VITAL, DIRECT COMMUNICATIONS WITH THEIR CUSTOMERS, FROM ORDER TAKING TO CUSTOMER SUPPORT. GIVEN THE REAL-TIME NATURE OF CONTACT CENTER INTERACTIONS, THEY TEND TO SIGNIFICANTLY AFFECT CUSTOMER EXPERIENCE – POSITIVELY WHEN THINGS GO SMOOTHLY, AND NEGATIVELY WHEN ISSUES ARISE, NO MATTER HOW MINOR THEY MAY BE.

Despite the outsize impact contact centers can have on customer satisfaction, in many cases, contact center infrastructures are operated using a hodgepodge of point tools to manage all the elements required to deliver the contact center service – including physical and virtual networks, voice gateways, Call Manager instances, call routers and loggers, interactive voice response (IVR), agent desktop software, endpoints and more. A lack of insight, integration and actionable intelligence with these point tools results in insufficient service assurance for the contact center infrastructure stack.

Some of the drawbacks of using even best-of-breed point tools to manage the contact center include:

- Point tools may detect a problem, but do not offer additional context to allow the issue to be quickly triaged and solved.
- Point tools are insufficient in converged IP environments, where networks, servers, applications and endpoints all play interdependent parts in providing quality voice service – a critical consideration when identifying root cause.
- Contact center environments generate multiple types of data on the health and performance of their constituent parts, including metrics, flow, events and more. Few tools collect all of this data and even fewer can use it to resolve performance or availability problems.

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THE OPTX PLATFORM

The Optx Platform provides predictive and proactive business service assurance across the entire infrastructure stack supporting Cisco Unified Contact Center Enterprise (UCCE) infrastructures, with actionable intelligence for prioritizing and addressing problems before they impact critical contact center services. This protect revenues, improves customer experience and reduces IT costs.

The platform works by providing full-stack monitoring with end-to-end management for Cisco UCCE infrastructures. This approach enables the platform to proactively detect new

and impending problems and quickly analyze them from multiple angles to find their true root cause and provide actionable intelligence for remediation.

With business service monitoring, the Optx Platform can prioritize problems based on the criticality of the impacted business services to ensure the most important problems to the business are addressed quickly. The platform’s streamlined remediation and management workflows reduce mean time to repair (MTTR) through automation, and the secure, multi-tenant remote access offered by the Platform’s Service Infrastructure Management Layer (SIML) further reduces MTTR by enabling experts to rapidly solve problems.

To address UCCE specifically, the Optx Platform provides detailed UCCE analysis and visibility to monitor and manage UCCE systems with functionality typically only found in point tools. Further, these UCCE-specific features are seamlessly integrated into the Optx Platform, allowing for all the platform’s core features – such as Root Cause Analysis (RCA), Business Impact Monitoring (BIM), Smart Analytics and SIML – to be applied to UCCE systems. And by combining all these features in a single platform, ATSG eliminates the noise common in management deployments relying on multiple point tools.

DETAILED UCCE ANALYSIS

Detailed analysis of UCCE data gathered through multiple sources is used to quickly determine technology-specific problems and root cause while also providing the most likely solutions. This information is presented in a single location, making troubleshooting easier and faster. In addition, auto discovery both initially discovers the UCCE services and keeps them up to date for ease of configuration and accurate management.

- Reduce MTTR by quickly uncovering UCCE-specific problems along with root cause
- Increase management accuracy with auto-discovery of UCCE services

COMPREHENSIVE UCCE VISIBILITY

Comprehensive UCCE visibility works in conjunction with technology-specific analysis to provide UCCE-focused dashboards, including a serviceability portal. This allows the network operations center (NOC) to provide feedback to the business on availability and quality of experience. In addition, the platform enables operators to monitor configurations and configuration changes, thereby easing troubleshooting by providing the ability to see what changed and who changed it.

Further, an ICM script review tool shows a graphical representation of the call flow in a call center, plus any changes that have occurred, which enables better planning and significantly reduces troubleshooting time when problems do occur.

- Quickly identify problems caused by configuration changes
- Provide feedback to the business on quality of experience and availability

PLATFORM FEATURES APPLIED TO UCCE

Optx Platform features such as RCA, BIM, SIML and Smart Analytics provide effective and efficient UCCE management by integrating solution-specific information into the Optx Platform. The platform also provides standard UCCE dashboards and reports that are generated based on the automatic discovery of the environment and automatically updated to reflect adds, moves and changes. These features combine to make UCCE management affordable with a high return on investment.

- Extend the value of the Optx Platform features to manage UCCE environments
- Automate UCCE-specific report and dashboard creation based on discovered environment

ATSG'S UCCE MANAGEMENT ASSURES UCCE PERFORMANCE AND AVAILABILITY

The Optx Platform provides predictive and proactive business service assurance for UCCE implementations to assure positive contact center user experiences. Additionally, it enables IT operations teams to:

- Identify and analyze call trends to find underlying problems and proactively take corrective action
- Quickly determine UCCE-specific problems, their root cause and corrective actions
- Pinpoint true root cause of UCCE-impacting problems end to end and top to bottom throughout the entire system to eliminate noise and reduce MTTR
- View all information, including problem causes, in a single location to simplify troubleshooting
- Easily monitor configurations and configuration changes in a graphical call flow view for easy troubleshooting
- View changes and the user who made them to quickly find and correct UCCE misconfigurations
- View UCCE-focused dashboards and reports that allow NOCs to provide feedback to the business on availability and quality of experience
- Support customer-specific customizations and tuning common in UCCE
- Scale both up and down with a single platform to accommodate all UCCE implementation sizes

ATSG FOR UCCE USE CASE

When one of Europe's largest FinTech companies faced challenges with the delivery of customer care due to performance and availability issues with its contact centers, they brought in an ATSG partner to replace the incumbent managed service provider. At go-live, more than 3,800 endpoints were under management by the Optx Platform, along with 28 Cisco Unified Contact Center servers, 16 Cisco Unified Communications servers, supporting network infrastructure and numerous other systems and applications.

After deployment, ATSG identified issues in the customer's infrastructure that were not under management, ultimately leading to the customer requesting the service be expanded to cover 200 additional network devices. Today, it takes only 37 seconds on average for the Optx Platform to identify call center issues, diagnose the root cause and notify support center staff.

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