



Brochure

OneSight FOR CONTACT CENTERS™



**OneSight®**  
**for Contact Centers**



***Understanding and managing your customer's interaction with your organization is critical to your success.***

***OneSight for Contact Centers generates actual calls and collects information regarding the performance of those calls, ensuring that your applications are production worthy.***

## **OneSight for Contact Centers**

### **Customer Experience Management for Contact Center Applications**

Today's contact centers handle an ever growing volume of calls with an increasing amount of sophistication. As part of a continuing effort to improve customer services and agent productivity, most contact centers have deployed complex voice systems and self-service applications, and the proliferation of these technologies is redefining telephone-based customer service.

In fact, the automated systems in a contact center answer nearly every call, and complete up to 70 percent of all calls without involving a human agent. In the case of calls that require agent involvement, voice applications can serve as a catalyst for improving agent productivity.

In many leading contact centers, for example, an agent knows the caller's name before picking up the phone.

But while the voice applications in today's contact centers provide advanced customer-facing services and dramatic cost savings by automating many customer inquiries, they may also deliver a customer's first impression of a contact center. Undetected inefficiencies in contact center automated systems cost companies billions each year — even if they use traditional systems management tools. When quality is poor, an organization can pay the price with customer loyalty.

### **Managing Your Total Customer Experience**

Consistent and well-performing voice applications and systems are essential to lowering operational costs and increasing productivity for contact centers. To realize these benefits, however, you must manage more than just system uptime and availability.

Leveraging Empirix's patented Hammer technology, OneSight is the only solution available today that enables you to ensure consistent, quality customer experiences with automated services.

Often, mixed signals or poor access to information can limit your ability to improve performance proactively. If, for example, you focus on optimizing system availability and efficiency, you may limit insight into the actual Quality of Experience (QoE) of your customers. Or, if you focus exclusively on customer QoE, you may have no way of identifying which specific system component is causing a critical QoE metric to be sub-par.

With its powerful combination of application and system performance data — in a single, Web-based interface — OneSight allows you to do both. By combining customer Quality of Experience performance data with infrastructure-level performance data (e.g., T1 spans, IVR ports and servers, CTI servers, databases), OneSight gives you a single perspective of your voice infrastructure.

Through this single interface, OneSight allows you to identify problems quickly — whether they are service issues, carrier issues, IVR issues, CTI issues, or host/application issues. You'll know about slowdowns and outages in realtime, so you can correlate performance data to drill down and identify the root cause of problems, avoiding the impact on customers while ensuring highquality and consistent service.

OneSight manages voice applications from your customer's perspective. By generating live calls, which emulate a customer, into your contact center, OneSight measures every aspect of the customer experience. At the same time, unlike traditional system and network management tools, OneSight provides vendor-specific voice application Telephony Monitors, pre-configured to monitor the health and performance of IVR, CTI, ACD/PBX and Speech Recognition applications.

This gives you a complete end-to-end, service-oriented view of your contact center's automated systems, collectively monitoring the customer-facing services not just individual elements.

### **Real-Time and Historical Performance Data for Proactive QoE Management**

OneSight's offers unique versatility to meet your real-time support needs as well as your historical trending requirements — while maintaining a focus on the bottom line: operating productivity and customer experience management.

OneSight's real-time notification alerts and Web-based user interface provides a comprehensive, anywhere-anytime view of contact center performance, so you can quickly restore service to mitigate customer impact.

You can then use OneSight's powerful charting and reporting capabilities to complete advanced data comparison analysis to determine the root causes of the problem and implement long-term corrective actions. Similarly, you can generate historical reports to review QoE performance and changes in customer behavior to plan for the future.

### **Key OneSight Features**

**User Focused Status Page** enables creation of an unlimited number of operational status pages specific to a users' needs.

**Hierarchical User Groups and Organization Role Level Security Controls** provide the flexibility and control needed to run a broadly distributed organization.

**Enhanced Troubleshooting via IntelliSearch** identifies issues that are related to the item in failure state.

**Custom Compound Metrics** enable the creation of intelligent monitors derived from the state or value of any existing data element.

**Reporting Dashboard** enables the creation and sharing of report views linked to system access rights.

### **Benefits**

Increase customer satisfaction, retention and loyalty with insight into actual QoE

Detect problems proactively by measuring the customer experience with automated services

Isolate performance problems to reduce outages and shorten repair times for improved service-level compliance

Prioritize voice application and telephony issues based on service or customer impact

Manage your contact center from end-to-end to align IT goals with business objectives

Optimize performance through historical reporting and gain efficient access to businesscritical performance information

Realize significant cost savings through lower toll charges, reduced call length and improved agent efficiency

*“If the first time a contact center becomes aware of a problem is when a customer calls to complain, the damage has been done. Ongoing management will not only significantly improve a customer’s Quality of Experience but also help reduce both toll charges and agent costs.”*

Bernard Elliot  
Research Director, Gartner

**Single, Web-Based Interface** provides an “anywhere-anytime” service-oriented view into voice application health and end-user transaction performance.

**Automated Voice Transactions** emulate and measure real-time customer experiences.

**Pre-Configured Telephony Monitors** for leading voice technologies including Avaya, Cisco, Genesys, and Nortel.

**Detailed, Real-Time Alerts and Automated Actions** based on transactions, applications, systems and service levels ensure that you know about problems when they occur.

**Configurable, Point-and-Click Historical Reporting** enables trending, analysis and visual correlation into the likely source of problems and gives you the information necessary to measure continuous improvement efforts and plan for the future.

**Email-Friendly Reporting** Features allows you to receive reports automatically on a periodic basis, so you always have the most recent data available.

**Integrated Application and Infrastructure-Level Performance Data** allows you to correlate related data to drill down into problems, find root causes, and resolve them quickly.

**Automatic Alert Prioritization** guarantees that identified issues are always clearly visible when a status screen is opened or refreshed.

**Integrated Performance Data** from Empirix’s entire suite of contact center management solutions covers multichannel customer Quality of Experience and mission-critical infrastructure monitoring.

#### **Customize OneSight to Meet Your Specific Needs**

OneSight can display, chart, and alert on performance data from any of the Empirix contact center monitoring solutions: OneSight Call Statistics, OneSight Voice Engine, OneSight Voice Watch, OneSight Telephony Monitors and OneSight Service Level Manager. You choose the solution that best fits your voice application management needs.

**OneSight® OneSight Call Statistics** manage service levels and Key Performance Indicators (KPIs) across both agent-based and self-service channels. KPIs are used in the contact center to measure agent performance and service quality. They also provide servicelevel targets that agents strive to meet and the business objectives that Contact Center Managers are held accountable for by executive management. However, telephony and self-service technology problems often impact callers, agents and KPI metrics. Conversely, IT and contact center operations typically use system health, performance and availability measurements to track their ACD, IVR, CTI, CRM and speech systems with no direct relationship to KPIs, agent or customer impact. OneSight Call Statistics allows the technology infrastructure management teams have to have a view into the metrics that the business is measured against.



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**OneSight Voice Engine** is a 24x7 automated voice transaction system designed to drive calls into voice applications and feed performance metrics into OneSight for Contact Centers. By placing actual calls into the automated systems and completing the same transactions that your customers do, OneSight Voice Engine ensures that deployed voice applications are fully functional and servicing customers the way you expect. In each call, it measures time-to-answer, application host and database response times, and verifies that correct prompts are playing. If problems are found, notification alerts are immediately sent from OneSight to the appropriate technical resources reporting the time, location, and type of performance issue found.

**OneSight Voice Watch** is an automated 24x7 voice application management service, hosted by Empirix. OneSight Voice Watch offers the same performance management and alerting capabilities as OneSight Voice Engine, but requires less daily overhead to

manage because all test scripting and configuration is done by Empirix. Use OneSight Voice Watch's unique web interface to see performance at each step of a call flow, to gather a quick understanding of application performance, or to review historical performance reports. Voice Watch performance data can also be viewed through the OneSight Web interface, allowing users to compare similar metrics across different applications or correlate application metrics with key back-end system performance metrics.

**OneSight Telephony Monitors** manage the performance of the key systems driving your operating productivity and customer Quality of Experience. A perfect complement to Empirix' application monitoring offerings — OneSight Voice Watch and OneSight Voice Engine — OneSight Telephony Monitors allow you to identify the causes of application performance issues quickly and implement corrective actions to mitigate customer impact. OneSight Telephony Monitors were designed to integrate with today's rapidly changing contact center technologies and infrastructures. Offering pre-built profiles (collections of common configuration information) and easy-to-use configuration user interfaces, OneSight Telephony Monitors can be deployed within hours so you can get a fast start to managing the performance of the key pieces of your infrastructure.

**OneSight Service Level Manager** allows you to proactively manage your service level goals. It provides service monitoring of the end-user experience and infrastructure performance, and service management: alerting when pre-defined performance thresholds are exceeded, and reporting to demonstrate performance versus expected service levels.

### Ensuring Customer QoE — and Building Customer Loyalty

Understanding the customer's experience is the only way to maximize loyalty while still reducing operating costs. OneSight allows you to ensure consistent, quality customer experiences with automated services — and realize the operational benefits.