spearline® For Carriers

Test all end destination services globally to replicate customer experience over interconnect partner services.

The problem

The telecommunications industry is coming out of a period where there has been a huge focus on a reduction on costs which has often had an impact on quality. In today's telecommunications world customers are becoming increasingly focused on quality in order to increase their customer experience levels and have the ability to easily switch carriers in order to get it.

Where you are relying on downstream carriers and providers to handle your inbound or outbound traffic it is often difficult to measure their performance and hold them to their SLAs. Often connectivity rates, PDD, CLI/ANI presentation, DTMF transmission and audio quality can become an issue. Very often when issues occur your customer knows about the issue before you do leading to an impact on customer satisfaction and damage to your reputation and brand.

The Spearline Platform replicates your customer experience in each country and builds a detailed picture of your entire network from the outside in.

The solution

The Spearline Platform provides you with access to their network in over 60 countries which incorporates PRI lines from the in-country carriers. This platform enables you to replicate your customer experience and allows you to automate test calls into or out of your network

These calls are analysed for Connection, PDD (Post Dial Delay), DTMF and Audio Quality and when a customer impacting issue is detected the platform will immediately alert you to the issue making you aware of issues as they occur before there is a significant impact to your organisation. This leads to lower issue resolve time, lower churn rates and less time spent identifying and solving issues.

The platform gives you complete control over your test schedule, provides full CDR records, detailed report metrics and allows you to compare your results to others in the industry allowing you to benchmark your performance.

These insights give you the information to increase your performance and hold your suppliers to their SLAs which will lead to a reduced cost of issues, increased revenue and ultimately a better customer experience.

Spearline Testing Process

At Spearline, our customer's long term success is our number one priority.

We carry out a 5 stage process for each test to ensure our customers are receiving measurable ROI and real insights from our service.

This is known as the Spearline Testing Process.

Perfect
Number performance with 24/7 support team and SDM

Test
Global number performance from the outside in

Measure
Across 60+ countries using live in-country testing

Report
With human verified alerts and country benchmarks

Analyse
Connectivity and audio quality against objective metrics

05 PERFECT
01 TEST
02 MEASURE
03 ANALYSE
04 REPROT

spearline testing

Carrier Solutions Automated

Spearline tests provide customers with the tools to ensure their toll and toll free numbers are operational and generating revenue.
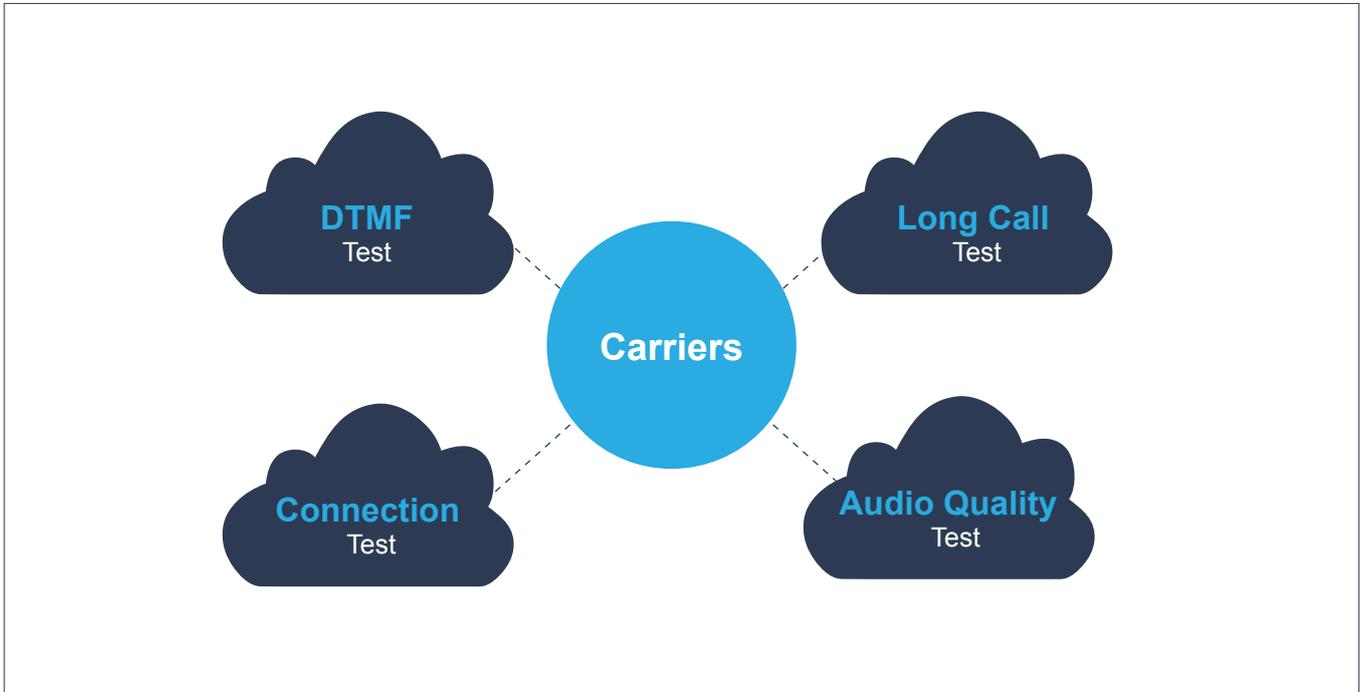
Connection Test

The Spearline Connection test allows you to identify connection failures on both inbound and outbound calls. By providing detailed CDR records it helps you to detect the issue and pinpoint its cause.

DTMF Test

Spearline test calls can be configured to both send and receive DTMF tones allowing you to verify DTMF transmission is performing optimally.

Audio Quality Test

Spearline test calls can be integrated into your platform via SIP. When enabled this allows you to place both inbound and outbound calls allowing you to measure the audio quality on the various routes available to you. This allows you to make more informed and strategic business decisions, using the objective Spearline reporting metrics, PESQ & POLQA. Audio quality can also be benchmarked on a per country basis using Spearline data.

Long Call Test

Call disconnects can have a big impact on your customer's experience. Spearline Long Call tests detect any premature disconnects from the terminating end of the call and provides detailed CDR records allowing you to troubleshoot and pinpoint the cause of the issue.

Benefits and Features

IMPROVE OPERATIONAL EFFICIENCY

➜ Increase team productivity by spending less time reactively fixing issues with limited visibility

➜ Reduce time and resources when it comes to repairing failures

➜ Identify issues ahead internal escalations to avoid negative reporting to stakeholders

CUSTOMER SERVICE EXCELLENCE

➜ Improve overall performance on an ongoing basis and demonstrate a commitment to quality to your customers

➜ Add monitoring as an upsell on existing accounts

REAL BUSINESS INSIGHTS

➜ Real time data allows you to validate with your in-country carriers the level of service being received and their adherence to their SLAs

➜ Rich reporting detail allows you to make better, data driven business decisions

➜ Benchmarking data allows you to compare your performance against the industry average

FULL VISIBILITY

➜ Knowledge = Confidence - Have complete confidence in your telecoms network from point of origin to termination

➜ Get full visibility on issues outside of your network

FEATURES

No Installation
Our platform is cloud based so no capex is required. We can tailor our solution to both on prem or hosted platforms and work in conjunction with our customers based on their specific requirements.

In-country Testing
We have local points of presence in over sixty countries for PSTN testing and 14 for mobile testing, allowing us to test your toll-free numbers in-country and replicate your customers' real-world experiences.

Hybrid Alerts
All our automated test failure notifications are verified by a human, meaning no false alerts.

Intelligent Reporting
With millions of tests completed to date, our data has become the industry benchmark for customer experience and contact centre performance. Our platform provides in depth insights and information about each call, with customisable dashboards presenting bespoke metrics for each customer.

Always-on Support
Our expert support team are available 24/7 to assist our customers.

Account Manager
Each customer is allocated an Account Manager to work collaboratively to resolve issues.

Objective Metrics
We measure each individual test to objective international standards PESQ and POLQA.

Solutions

spearline
automated

spearline
manual

spearline
hybrid IVR

For proactive monitoring of audio quality and connectivity

Use automated schedules to test connectivity and audio quality of toll and toll free numbers

For troubleshooting and provisioning of numbers

Manually test your own toll and toll free numbers

For tracking call and data flow to your agent

Track sales and marketing campaigns and verify call information sent to agents

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About Spearline

spearline®

Spearline specialises in testing global toll and toll-free numbers using in-country calls and measuring the audio quality and connectivity of those calls. The tests are carried out through the Spearline Platform and a worldwide network of servers and carriers. Spearline provides a full range of end to end testing solutions for large enterprise customers including Manual, Automated and Hybrid IVR testing.

For more information or to arrange a demo contact sales@spearline.com