

Ensure your contact numbers are operational and generating revenue.



### The problem

Most companies are unaware when a call fails to reach them or a customer can't get through. Often, customers fail to reach the numbers in these centres due to a number of issues such as connectivity, audio quality, dropped calls or issues with their DTMF or IVR functionalities.

In digital networks, carriers have the ability to transcode audio from excellent quality codecs such as G711 to poor quality codecs such as G729 or GSM. Poor audio quality often means a customer can't complete the objective of the call. It has a negative effect on average call duration, customer experience and call abandonment rates.

As companies have no visibility of these issues, they remain undiscovered and contact centres are faced with idle agents, reduced call handling time, lower customer satisfaction and increased churn rate as a result.

### The solution

The Spearline Platform not only makes customers aware of these issues as they occur, but provides the tools necessary to proactively resolve them before they impact your organisation. This means lower costs, lower churn rates and less time spent identifying and solving issues.

Our platform automatically tests high volumes of toll and toll-free numbers with automated alerts for non-functioning numbers. We test, measure, analyse, report and perfect your numbers' performance. Our tests emulate every aspect of a call flow from connectivity to audio quality to DTMF functionality.

Spearline uses the ITU standards PESQ and POLQA to measure and analyse audio quality. CDR info along with test audio forces ownership of carrier issues reducing downtime & expediting carrier RCA. It allows customers to manage ongoing carrier relationships by holding them to SLAs and make key routing decisions based on objective reporting. This allows our customers to have visibility of their customer experience and proactively improve average call handling times.

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

PESQ and POLQA allow us to remove any ambiguity around reporting and provide customers with completely objective measurements.

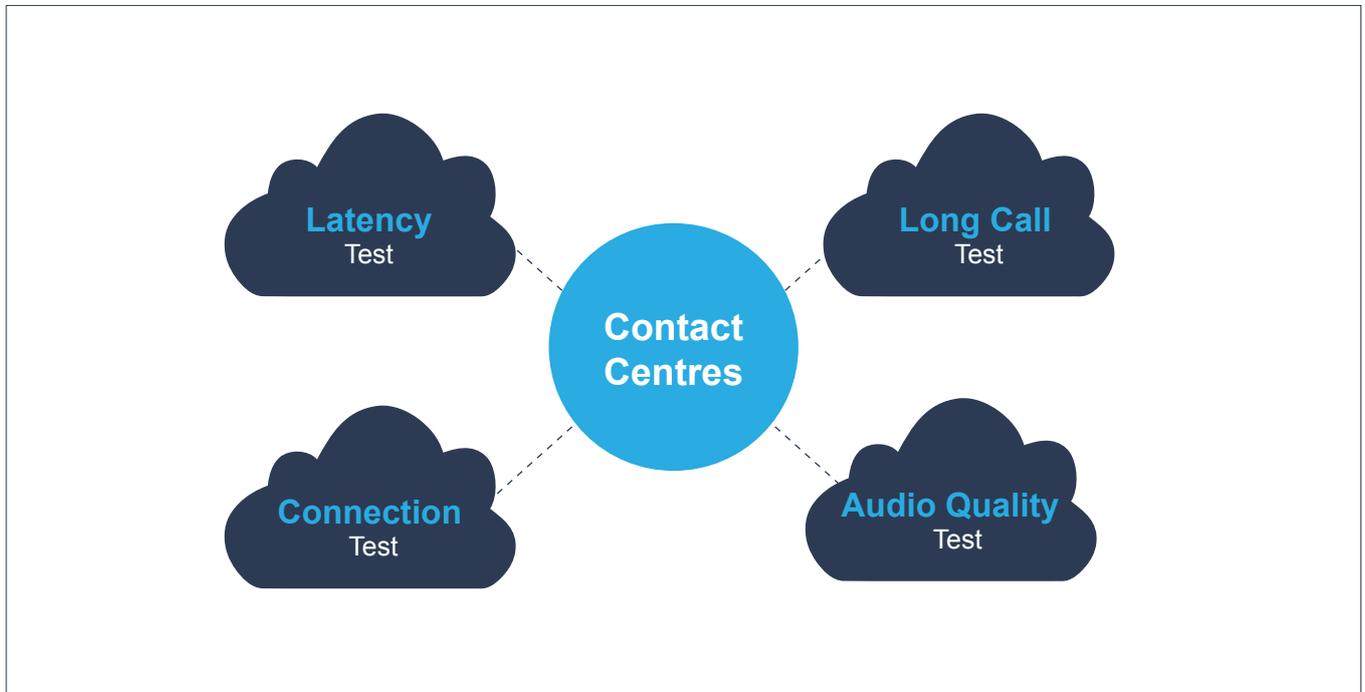
At Spearline, our customer's long term success is our number one priority.

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.



**Spearline Contact Centre 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 customers to identify connection failures and pinpoint the source of the problem such as carrier issues or issues with the terminating contact centre or IVR.



## Audio Quality Test

Measuring audio quality performance allows customers to measure key components of their telephony infrastructure such as carrier routes and termination points, allowing them to make more informed and strategic business decisions, using the objective Spearline reporting metrics, PESQ and POLQA. Audio quality can also be benchmarked on a per country basis using Spearline data.



## Latency Test

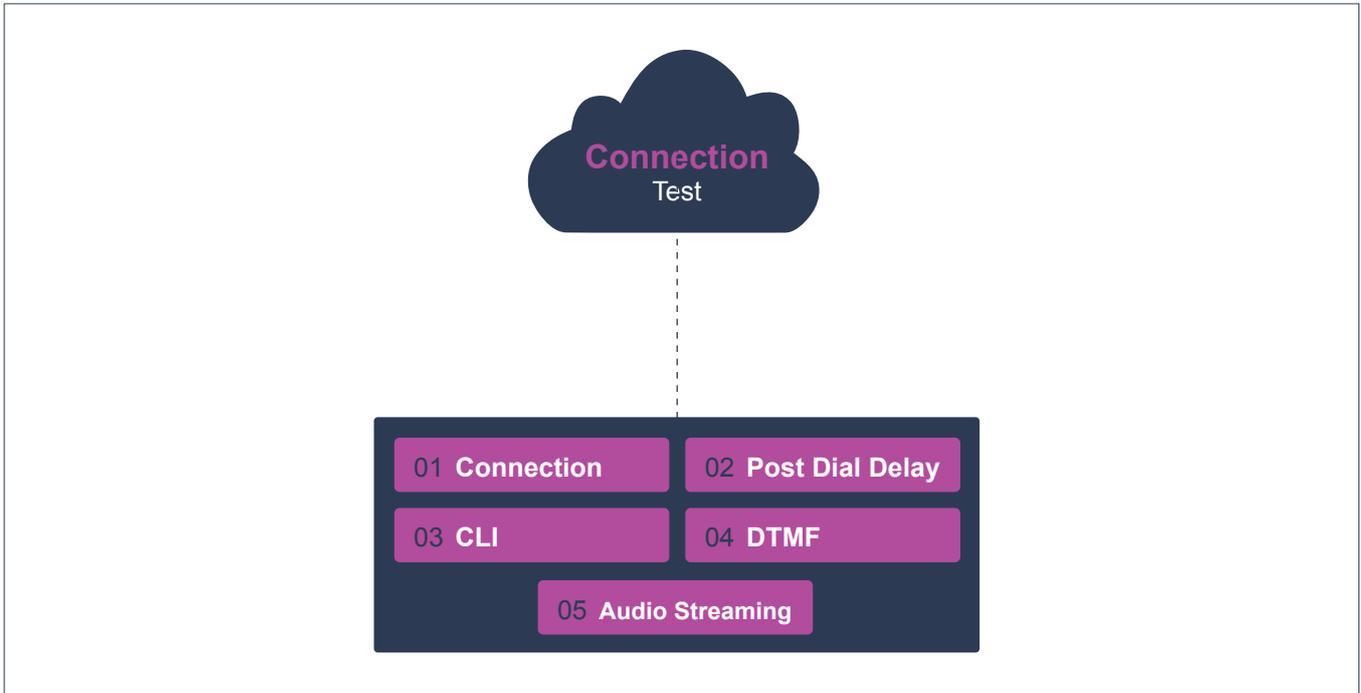
Latency makes calls needlessly arduous and unnecessarily prolongs conversations, which has a negative impact on contact centre efficiency. The Spearline Latency tests allows customers to measure the latency levels of a call and proactively improve AHT, FCR and call abandonment rates.



## Long Call Test

Call disconnects can have a big impact on customer experience, especially when a customer has been waiting in a queue to speak to agent. Spearline Long Call tests detect any premature disconnects from the terminating end of the call and provides detailed CDR records allowing customers to troubleshoot and pinpoint the cause of the issue.

Spearline provides a manual testing tool for provisioning and troubleshooting numbers. It allows customers to manually tests the connection on their own toll and toll free numbers.



## KEY BENEFITS

- Test and troubleshoot your numbers instantly
- Manually test your IVR path
- Verify newly provisioned numbers are configured correctly

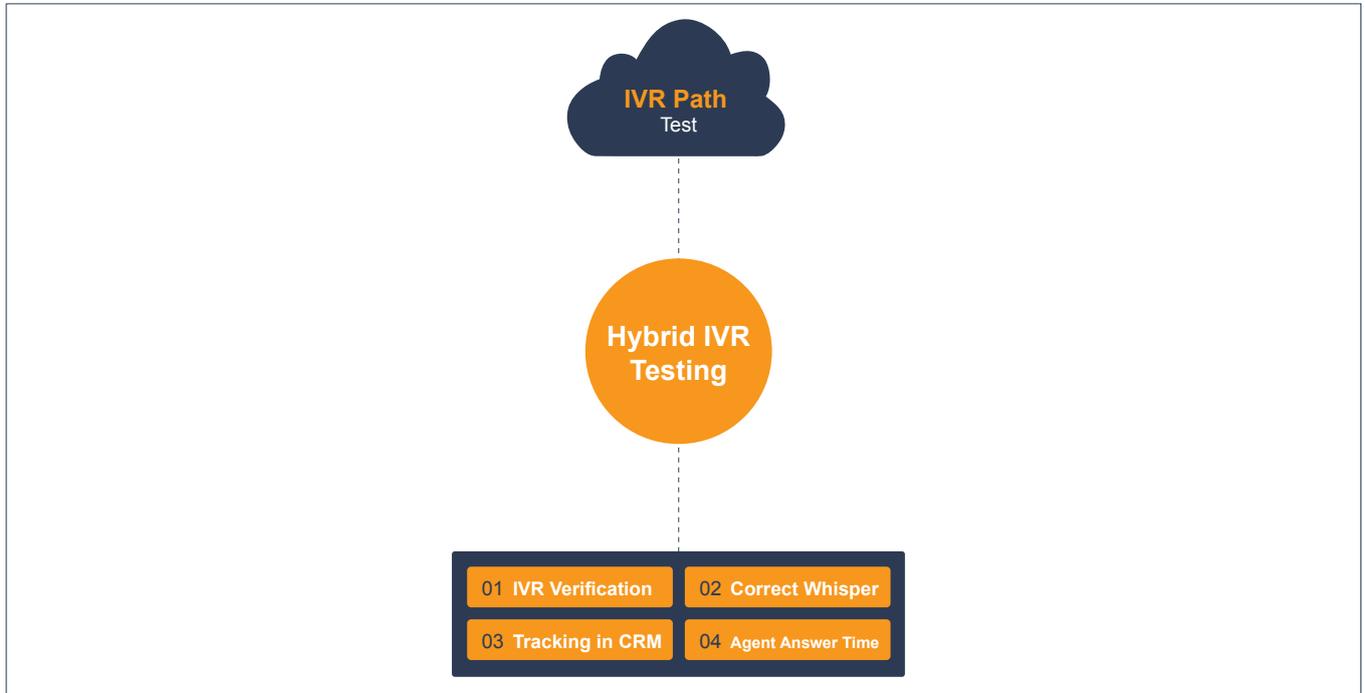
## USES

- Report includes call time, CLI, call recording and failure reason

## FEATURES

- Manually dial from your browser
- Send DTMF to verify IVR flow
- Detailed CDRs with call recordings

The Spearline Hybrid IVR testing solution allows customers to track call and data flow to contact centre agents and ensure the IVR system is operating at maximum efficiency.



## KEY BENEFITS

- Track performance of contact centre SLAs
- Verify call connection and path to agent
- Verify CRM data is correctly recorded
- Measure ROI on sales and marketing campaigns
- Customer experience consistency

## USES

- Map out customer call flow
- Verify call information presented to agent
- Verify call volume split between contact centres
- Verify peak and off peak response procedures
- Language and prompt verification

## FEATURES

- Test using live agents or Spearline virtual agents
- Customisable reporting data
- Recorded test calls for objective measurement
- Option for Service Delivery Manager to liaise with NOC and contact centres
- Automated test cycles with manual troubleshooting

## 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 of 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
- Improve First Call Resolution time

## 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
- Increase usage and ROI through a continuous improvement process with easy to use reporting giving you access to vital KPIs
- Increased connectivity leads to increased customer service and sales, which leads to increased revenue

## FULL VISIBILITY

- Have complete confidence in your telecoms network from point of origin to terminus
- Get full visibility on issues outside of your network
- Pinpoint cause of issue and resolve quickly and efficiently ahead of customer complaints

## 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.



## 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

### About 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](mailto:sales@spearline.com)**