spearline For Conference Companies

Ensure your contact numbers are operational and generating revenue.

The problem

Conference solution companies provide their customers with toll and toll free numbers globally which they use to access the conference service. Verifying this network is up and performing to a high standard is difficult due to the geographical spread and when you don't have an in-country presence in the same country as the numbers you are providing.

If your numbers are not working it leads to lost revenue due to your customers being unable to access your services. Also if there are DTMF or audio quality issues, your customers can have difficulty in entering the conference or may end the meeting early, all having an impact on your business. Very often when issues occur your customer knows about the issue before you do leading to an impact on customer satisfaction and damage to reputation and brand.

Audio quality is also key to the performance of your services and when you are using multiple carriers, who may also be using downstream providers, it can be difficult holding them to SLAs and verifying the whole call path is performing to an optimum level.

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 your toll and toll free numbers, enter the conference and pass audio between channels.

These calls are analysed for Connection, DTMF, Audio Quality, Long Call and Call Forward. 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 Conferencing Platform performance.

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

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

Conference Solutions Automated

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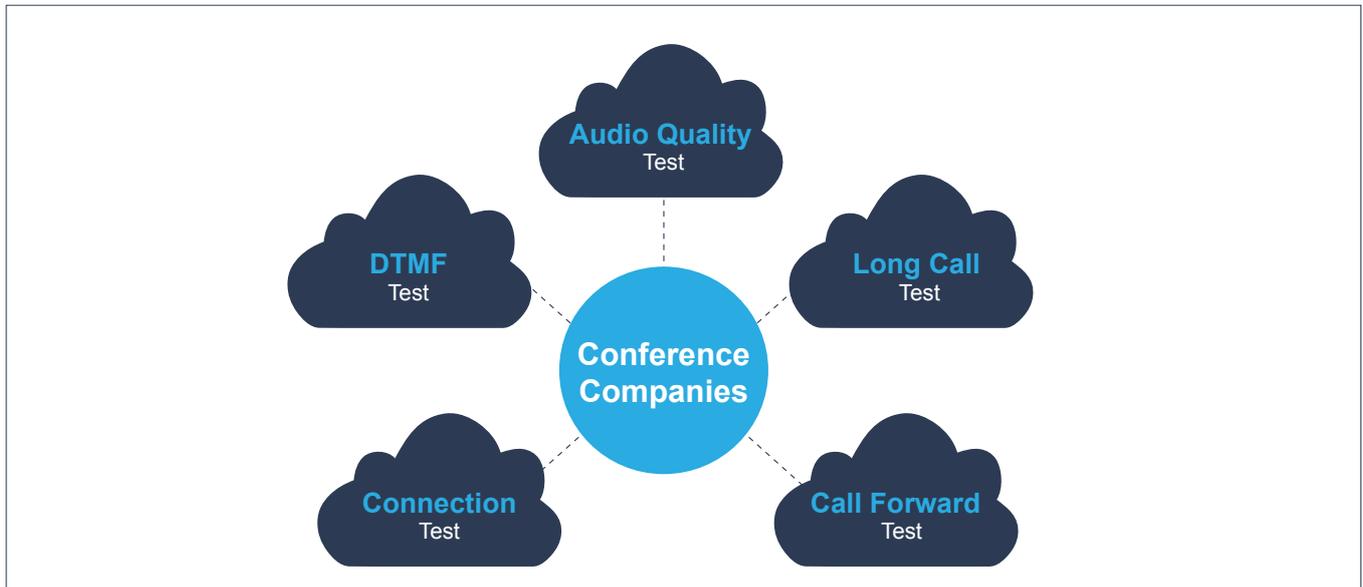
Connection Test

Connection failures can often be caused by issues with carriers or issues at the terminating conference bridge. Conference companies typically have a network of thousands of numbers spread globally, making it difficult to verify if they are terminating to the correct conference bridge. Spearline operates physical servers from within the countries where we test. Our infrastructure is built using digital PRI lines which use standard ISDN signaling. From these lines we can determine whether a call connects. This allows clients to identify if numbers are failing to connect to the conference bridge.

DTMF

Most telecom conferences rely on the user to enter a conference passcode or pin number which are transmitted by the customer as DTMF tones. When DTMF tones are not successful, the user is prevented from entering the conference room. This results in a poor experience for the user and potentially everyone else on conference. Our tests can be configured to verify that the correct DTMF tones have been recognised by the conference bridge. We can also identify possible configuration issues with the conference codes.

Audio Quality Test

This 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.

Long Call Test

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.

Call Forward

The Call Forward test is an excellent way to determine the point of connection failure and origin of the issue. It allows customers to measure the performance of their infrastructure through the customer's PBX. The customer forwards a number on their PBX to the toll or toll free number. The Spearline server can then test and benchmark performance on both our customer and their customer's numbers.

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 of your customers and internal escalations to avoid negative reporting to stakeholders

CUSTOMER SERVICE EXCELLENCE

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

➜ Add monitoring as an upsell on existing accounts

REAL BUSINESS INSIGHTS

➜ Real time data allows you to validate your carriers' service levels allowing you to choose the optimal carrier by location and holding them 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 capital cost or configuration
In order to test your conference Spearline just need your numbers and moderator/leader passcodes. There is no need to deploy hardware or make configuration changes avoiding large capital or installation costs.

In-country Testing
The platform provides 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 customer's real world experiences.

Incorporate your customer's network
Build your customer's network into the testing path by getting them to enable a call forward on their PBX to your conference number.

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

Intelligent Reporting
With more than 50 million tests completed to date our data has become the industry benchmark for customer experience and conferencing 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.

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

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