



The Spearline Hybrid IVR testing solution allows customers to track call and data flow to contact centre agents.



Overview

IVR self service applications now account for the majority of companies contact with customers. IVR systems enable identification, segmentation and routing of callers to the most appropriate agent within the contact centre. An agent is the most costly resource in a call center. It costs much less to service a customer call via an automated IVR system than it does with an agent. This is why improvements in IVR efficiency can significantly impact ROI and any issues can result in agent overload.

Are your agents receiving the correct call display data?

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 consistency

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

Spearline Hybrid IVR testing also reports on the following aspects of call flows:



IVR Verification

A Spearline test call is placed into the customers' IVR, which is configured to follow a specified IVR path. The IVR prompts along the path are recorded and these are manually verified to ensure the IVR is configured correctly.



CRM Tracking

Many companies face issues with agents not entering caller information correctly, especially in outsourced contact centre environments. Spearline can configure this test to verify that calls are being correctly logged in the CRM.



Correct Whisper

Whispers are used to prompt contact centre agents on the type of call they are receiving. They can also contain key information on the caller that allows tracking within a CRM system. If these whispers are not being displayed correctly, it can result in IVR configuration issues and calls being sent to wrong skillset. This can significantly impact average call time, the number of internal transfers and first time fix rate.



Agent Answer Time

In outsourced contact centre environments, companies often depend on the contact centre itself to report on the average agent answer time. Spearline test calls allow customers to independently measure and verify the length of time a call is waiting to be answered by an agent. This is beneficial for monitoring and measuring SLAs with outsourced vendors.

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