

Hybrid IVR Testing

How to track call and data flow to your agents?

CASE STUDY HYBRID IVR TESTING



THE CHALLENGE

For every country the goal was to ensure that the customer's TFNs were correctly configured. Spearline carried out test calls to check for the following:

- Did the call connect?
- Did we navigate correctly through the IVR?
- Was the call answered within a 5 minute period?
- Was the call directed to voicemail?
- If the agent answered, was the correct information presented to them on their phone?
- Was the information available to the agent on their CRM?

Results were tracked in a dedicated dashboard and then reported via email to the customer.

KEY FINDINGS

- Overall Spearline ensured that the numbers had the correct information tracked accurately in the customers CRM, enabling their marketing teams to follow leads more effectively.
- Provided information that tracked unanswered calls, which helps ensure contact centres are staffed appropriately.
- Spearline detected issues where customers were not able to leave voice messages when not able to connect with an agent, enabling the customer to quickly examine where the problem lies on the IVR.

THE SOLUTION

The TFNs in each country were then tested on a weekly basis over a 6 week timeframe.

During setup, issues uncovered included:

- **TFN NOT CONFIGURED**
eg no terminating number assigned. Spearline then worked with Tel-Ops to have the TFN mapped to the terminating number
- **TFN CONFIGURATION INCORRECT**
eg TFN which was supposed to be connected to a terminating number was in fact not. Spearline logged a ticket to Tel-Ops for resolution.
- **WRONG INFORMATION ON AGENTS PHONES**
Spearline worked with Tel-Ops to resolve.
- **CORRECT INFORMATION NOT AVAILABLE TO THE AGENT IN THE CRM**
Spearline either amends individual data manually or logs a ticket with the CRM to have batches of numbers added or amended.

THE BENEFIT

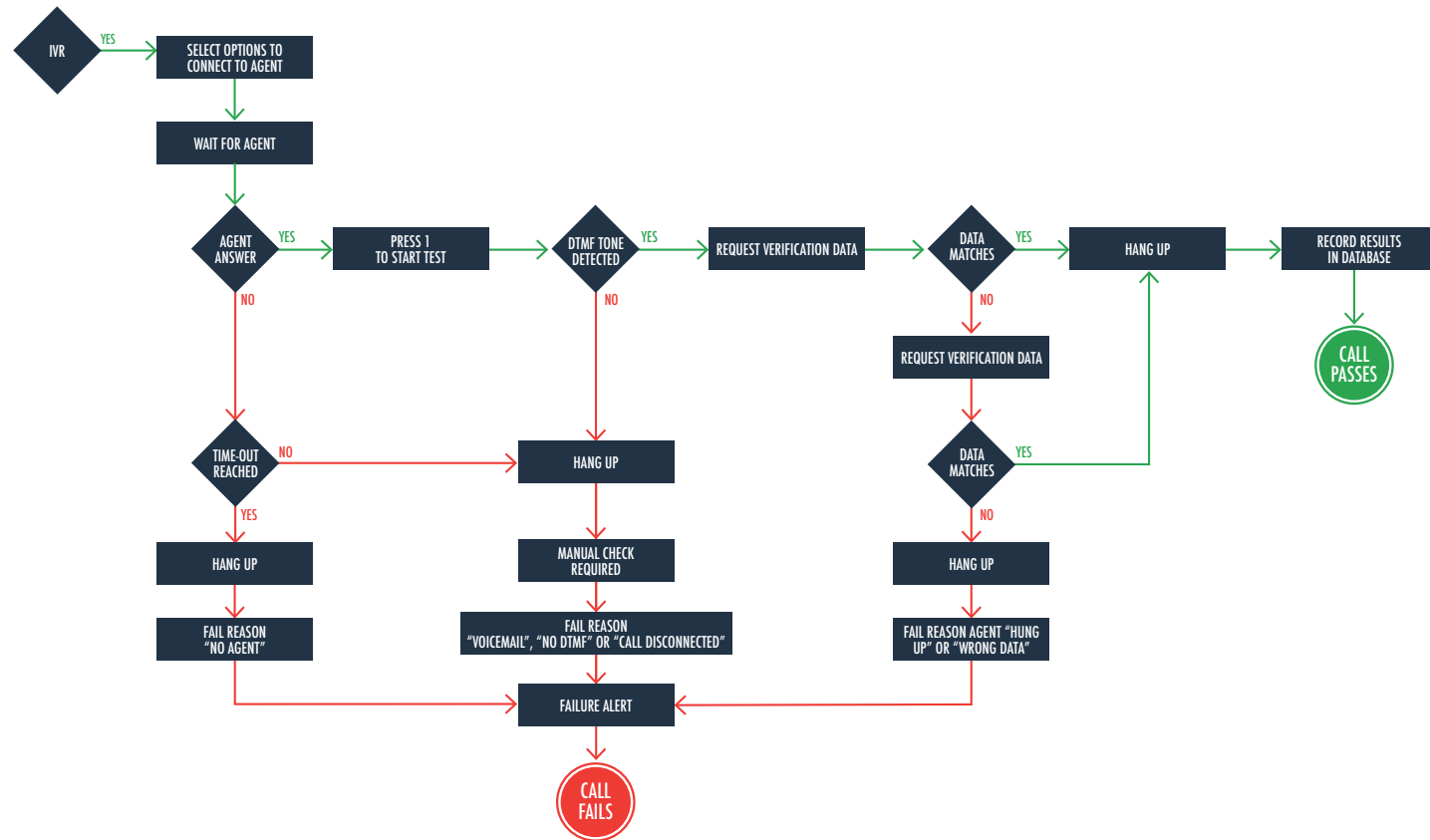
Once setup was complete we moved to a maintenance phase.

- A test call was placed to each TFN in scope once every 2 weeks and results were captured.
- If issues were present, bugs were logged with Tel-Ops and issues resolved to maintain IVR health.
- Issues as they arose were reported to Tel-OPs.

39
Countries

2,420
Tests/Month

CASE STUDY HYBRID IVR TESTING



BENEFITS

- Automated testing of all IVR menu options
- In-country test calls
- Status of each country / region visible at a glance with granular details available
- Ensures correct language is presented on each call
- Proactive testing ensures faulty lines are identified
- Changes to IVR call flow
- Automated alert notification to integrate with customer reporting systems
- Interactive interface enables simple reactive testing of problem numbers
- Schedule reports and generate ad hoc reports

About Spearline

Spearline™ is a privately owned Irish technology company based in Skibbereen, Co. Cork, Ireland. 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 clients including Manual, Automated and Hybrid IVR testing.

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