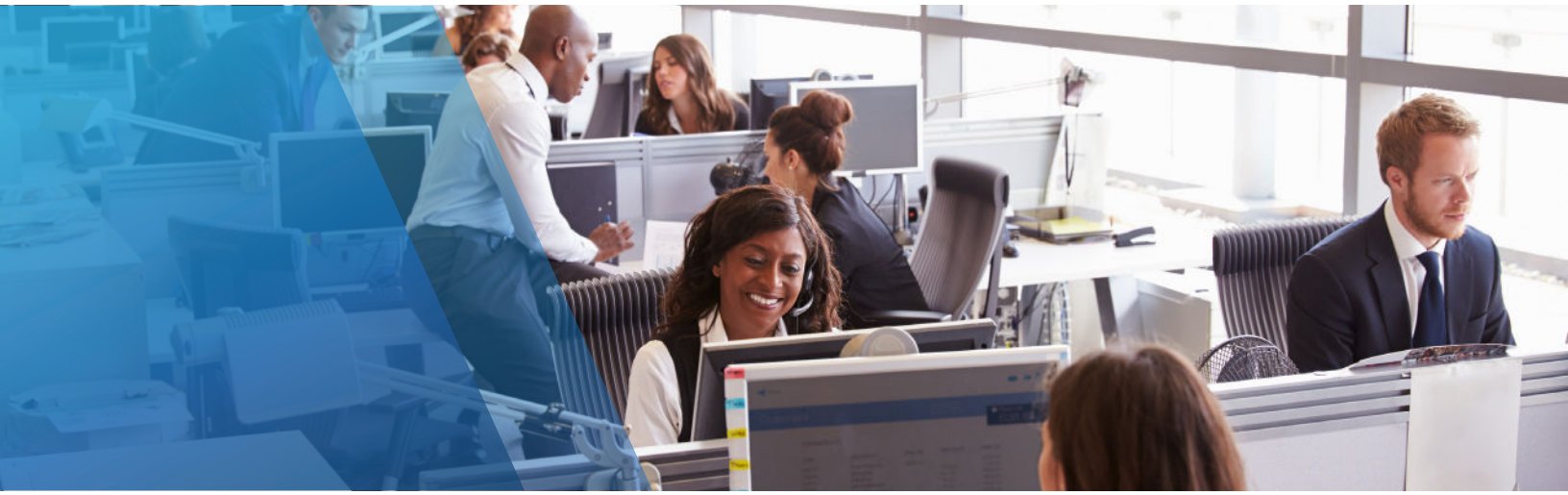

Global BPO Relies on Login Enterprise SLAs to Ensure Customer Satisfaction, While Protecting Revenue

BPO

15,000

North America

Call Center

The Challenge

Maximize revenue and strategic business value by minimizing customer service system interruptions

A business process outsourcing (BPO) typically leverages the business-critical applications of its client in the delivery of the customer services it provides for its client. Whether it be the Customer Relationship Management (CRM), Billing, Document Management, Sale or Provisioning system, or any other critical applications, the BPO typically uses these applications as a part of its client's organization. These applications are either hosted by a third party, or in many cases, by the client and delivered to the BPO in some virtualized session or via a browser.

BPOs typically are highly efficient, and as with any services business, efficient time management is an essential driver of revenue and profit. Therefore, the applications that the agents use to deliver services to their client's customers must operate continuously and provide a high-quality end-user experience. When they do not, the BPO can be in a difficult situation where their client's IT, who bears responsibility for the availability and performance of the application, can be a drag on the revenue and profitability of the BPO. This can lead to challenging conversations that are typically light on actual data and instead driven by emotion and anecdote.

Continuously measuring application end-user experience and reporting against a series of Service Level Agreements relative to specific application activities levels the playing field between the BPO and its client. A set of daily or weekly reports that highlight the availability and performance of the applications throughout the day will quickly highlight windows of degraded performance, be they ad-hoc or in a recurring pattern. Such reports facilitate unequivocal communication between the parties and ultimately improve the revenue and profitability of the BPO and in-kind, improving the company's ability to service its customers.

Provide thousands of customer service reps with highly available and high-performance systems

"Our client's operations consist of thousands of customer service workers spanning multiple locations as large as 45,000 square feet. Many locations serve multiple clients with multiple lines of business, each of which has its own unique data segregation requirements, application availability, white lists for web filtering, and regulatory requirements, such as PCI and HIPAA," explains the VP of IT.

"We also have an incredibly diverse stack of applications," he adds, "many which are not under our internal control. The client will typically provide our customer service agents with necessary web applications, such as phone, live chat, email client, ERP/CRM access – anywhere from 10 web applications to as many as 150. These applications are managed by the client's own IT support team, not ours."

"Login Enterprise enables us to minimize system downtime and deliver strategic business value like never before."

VP of IT and Infrastructure

"Given the sheer size and complexity of our operations and the fact that we have a lean internal IT support staff, we needed a solution to identify system problems as early as possible and quickly get that information to the right support people to take corrective action. As important, we needed a way to present this data so we could baseline an SLA without clients and have data-driven discussions when an application performance degrades."

The Solution

Login Enterprise with virtual user technology for continuous digital experience monitoring & SLA reporting

The client turned to Login Enterprise to actively measure and track the user experience of each application for each client in every location and make it all visible to everyone on the IT support team to enable the fastest possible corrective action. The data Login Enterprise records are then summarized into an SLA report which can be emailed directly from the system to appropriate stakeholders.

"Login Enterprise enables us to expedite our mean time to recovery from system outages, as well as reduce the number of service-level outages from happening in the first place. It allows us to highlight the length of time the system was degraded or unavailable," says the VP of IT.

Login Enterprise provides a complete picture of system performance at the user experience level through virtual users that simulate real-world users performing real-world tasks. Any delays or outages trigger early warning alerts – enabling administrators to take corrective action before end-users and business processes are adversely affected. Collating this data against a set of defined SLAs ensures all stakeholders can understand the impact of degraded application availability and performance.

"With Login Enterprise, we have created about 160 virtual user workloads – one for each of our client's lines of business [and] every 10 or 15 minutes – whatever cycle makes sense for that workload. Login Enterprise runs all client applications as an end-user, records the time required for each step, and reports back on their performance and availability."

Unlike real user monitoring (RUM), Login Enterprise virtual users test system performance as an actual end-user on a standardized, uniform basis. This consistency enables UX trend analyses that help predict potential risks to user experience. A real user might not detect a 7% degraded performance with an application with a BPO; such a degraded level of application performance has real consequences in the number of customer tickets addressed. This can impact sales, customer support, and other highly critical Client expectations. Login Enterprise will detect this type of degraded experience, and if it breaches a given threshold, alert on it and report that failure against the given SLA. Over days and weeks, patterns can emerge that highlight underlying systemic problems which can be addressed. Without this view of user experience, IT administrators are left trying to read the tea leaves from system monitoring tools and machine-generated data that, in many cases, do not accurately reflect the user experience.

LOGIN ENTERPRISE SLA REPORT

"Login Enterprise helps us get back up and online where my engagement specialists can do their job and resume their work, and therefore, resume the company's revenue and profitability. Login Enterprise starts this process as soon as an incident or risk is first detected, not when customer service reps notify me are experiencing problems. When there is a problem, Login Enterprise provides me with highly credible data to have a discussion with my customer that is fact-driven and non-emotional about the impact on our bottom line."

The Results

Predictive user experience leads to winning new business

Login Enterprise's impact on BPO customer operations has already exceeded expectations. "Login Enterprise enables my team to contact the client's IT team and alert them that we have detected potential issues with their application. Our clients recognize we are serving them at the highest level. In many cases, the business unit that signs the contract with a BPO has little influence over internal IT, so the SLA reports arms that business units with the information it needs."

Login VSI is a strategic partner for the BPO client, enabling them to minimize system downtime and deliver strategic business value.

LOGINVSI

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About Login VSI

Login VSI maximizes the end-user experience for all digital workspaces. Login Enterprise is an automated testing platform that predicts performance, ensures business continuity and reduces risk.