Ensure the ROI From Your Speech-Driven Business Solution With Performance Testing and Availability Monitoring

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Successful Testing of Business Solutions To Ensure Meeting Your Business Objectives Involves…

- Understanding your business objectives
- Complex solutions
- Business solution life cycle
- Verifying the end user experience
What are your business objectives?

✓ ROI measured in cost savings and added revenue
  ▪ Reduced time/cost per contact
  ▪ Increased revenue per contact
✓ ROI measured in customer satisfaction/loyalty
  ▪ Customers efficient use of technology
  ▪ Reduced customer turnover

What happens to your ROI when solutions are poorly designed?

What happens to your ROI when solution implementations are late?

What happens to your ROI when solutions are not available after you are in production?
Today’s Contact Center Solutions are Complex
**Business Solution Life Cycle**

What are the potential consequences of inadequate quality assurance planning and testing?

<table>
<thead>
<tr>
<th>Planning</th>
<th>Development</th>
<th>Acceptance</th>
<th>Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inadequate budget</td>
<td>Missed schedules</td>
<td>Customer dissatisfaction</td>
<td>Customer dissatisfaction</td>
</tr>
<tr>
<td>Unrealistic schedule</td>
<td>Budget overrun</td>
<td>Internal frustration</td>
<td>Crisis management</td>
</tr>
<tr>
<td>Insufficient resources</td>
<td>Missed technical objectives</td>
<td>Missed business objectives</td>
<td>Time to find and fix problems</td>
</tr>
<tr>
<td>Wrong resources</td>
<td>Missed business objectives</td>
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<td>Missed business objectives</td>
</tr>
</tbody>
</table>

You miss your business objectives
## Business Solution Life Cycle

### How does test planning and implementation prevent and/or minimize risk?

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| - Risk identification and management  
- Realistic schedule  
- Realistic budget  
- Right resources | - Early problem identification  
- Faster problem resolution  
- Verified technical performance  
- Reduced schedule Risk | - Setup verification  
- Faster problem resolution  
- On schedule production  
- Satisfied Customers  
- Demonstrated performance  
- Reduced schedule Risk  
- Acceptance | - Customer satisfaction  
- Proactive problem identification  
- Faster problem resolution  
- Improved and documented service levels  
- Loyal customers |

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You meet your business objectives
Verifying the End User Experience

End-to-End Testing

How do you know it all works together?

- **Usability testing**
  - Experts
  - Survey of real or potential users

- **Feature/function testing**
  - Complete dialogue traversal
  - Controlled process
  - Easy to interpret documentation
  - Regression testing

**Faster problem identification and resolution**
Verifying the End User Experience
End-to-End Testing
How do you know it all works together?

➤ **Performance testing**

- Set up is everything
- End-to-end testing with real PSTN/IP traffic (Voice and on line)
- Production-level traffic before cutover
- On line real time control and observation of testing
- Recordings of all calls
- Ability to listen to calls immediately after calls are completed
- Straight forward easy to interpret documentation of testing activity and results

**Faster problem identification and resolution**
Verifying the End User Experience
End-to-End Testing
How do you know it all works together?

- Proactive availability and performance monitoring
  - Controlled automated surveillance
  - Immediate notification of issues
  - End to End recordings of all calls
  - On Line access to results and call details
  - On Line control of process
  - Routine reports of system availability

Faster problem identification and resolution
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Empowering Your customers and employees with speech technologies

Thank You