

Leading Cable Provider effectively monitors voice platform and streamlines voice application deployment with Real Soft IVR Monitoring and Management Products

Customer Background

A leading provider of cable, entertainment and communications products and services in United States.

The company is expanding its cable operations to deliver digital services, provide faster Internet and IP-enabled phone service, as well as develop and deliver innovative programming. As the cable company evolves, they look to the future and the provision of new communications technology, new opportunities, and more choices for providing people with the communications products and services that connect them to what's important in their lives.

With 21.5 million Cable customers in 35 states and more than 7.7 million high-speed Internet customers, the cable provider was faced with challenges of uptime/availability of voice applications and service delivery throughout the organization.

Real Soft, Inc. (RSI) and Avaya suggested a solution that combined Avaya IR system with RSI's AdminCentral and OneManage products to monitor and manage the voice platforms and applications, as well as proactively identify problems with infrastructure and performance.

Business Challenge

As America's largest provider of cable and high-speed Internet services, the company handles a massive volume of contact center interactions, servicing many customers, each with their own specific requirements/requests ranging from generic product or service query to billing and payment clarification, upgrade/downgrade from existing service, new set-up, configuration and troubleshooting. The cable provider required a solution that would administer and monitor the self-service platform that includes Avaya IR systems, ASRs, TTS, Aspect CTI Dips and the voice applications.

Key Capabilities of the Solution

The solution included the Avaya IR System and RSI's AdminCentral and OneManage tools.

Avaya Interactive Response (IR) is a complete speech application with a versatile array of tools and options to meet a wide range of customer self-service needs. IR software empowers enterprises to automate customer interaction and fulfillment tasks via speech, Touch-Tone, fax or TDD devices.

RSI's AdminCentral allows staff/administrator to administer and monitor voice platforms (IRs, ASR, TTS, Application servers) and voice applications from a centralized location. It allows the system administrators to perform the following tasks:



- ❖ Real time monitoring and administration
- ❖ Facilitate disaster recovery by allowing administrator to define service level acceptable and recovery procedure in case of a fail over
- ❖ Provide alarm alert and escalation capability through SMS, Telephone, Pager and E-mail
- ❖ View reports tracking IR or application performance

RSI's OneManage simplifies application deployment and management across multiple Avaya IR systems from a centralized location using a simple web browser like Internet Explorer. It enforces organizational change control policies and coordinates system and application changes. In a distributed environment, OneManage helps administrators to perform the following tasks:

- ❖ Real time monitoring and administration
- ❖ Facilitate disaster recovery by allowing administrator to define service level acceptable and recovery procedure in case of a fail over
- ❖ Provide alarm alert and escalation capability through SMS, Telephone, Pager and E-mail
- ❖ View reports tracking IR or application performance

Seamless Transition to a New System

RSI and Avaya deployed AdminCentral and OneManage, which offered the cable provider greater flexibility to build, deploy and manage speech applications. Since the customer solution leveraged existing technology infrastructure, transition involved minimal effort for the cable company. The company's staff/system administrators were trained to use AdminCentral and OneManage to ensure that the applications as well as the infrastructure are monitored and issues that affect network performance are identified and solved

Benefits for the Cable Company

Guy Miller, Vice President of RSI's Speech Enterprise Solutions, states, "Providing top-notch quality service is a constant concern, and we recognize the cable provider's need to implement technology to effectively benefit customer care. Unless the applications as well as the infrastructure are monitored, identifying issues that affect network performance is like looking for a needle in a haystack. It is our great pleasure to partner with Avaya to offer the cable provider the right products to improve utilization of their self service platform and applications, and as a result enhance customer service."

RSI's AdminCentral allowed staff/administrator to administer and monitor voice platforms (IRs, ASR, TTS, Application servers) and voice applications from a centralized location

- ❖ The advanced business rule management feature in AdminCentral offered the cable provider the option of scheduling, filtering, prioritizing messages or executing user defined actions such as failover recovery when needed
- ❖ AdminCentral provided alerts when channels were out of service or CTI DIPs failed to respond
- ❖ The cable company was able to integrate the existing IT process and infrastructure, resulting in increased productivity while managing distributed infrastructure
- ❖ The cable provider could quickly detect and in many cases automatically resolve performance issues at their end, before it impacted the business

RSI's OneManage assisted the cable provider in managing the customer experience of self-service applications by streamlining deployment of the cable provider's voice applications on production systems across different locations.

- ❖ Using OneManage, the cable company could administer all aspects of change management, significantly reducing cost, time and effort
- ❖ Implementing OneManage minimized service disruption by enabling redundancy and load balancing
- ❖ OneManage also allowed the cable provider to manage multiple versions of the application

About AVAYA

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications and distinguished by comprehensive worldwide services, Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.

About Real Soft, Inc.

Real Soft Inc. is a United States-based global provider of information technology solutions. Headquartered in Cranbury, New Jersey and with its offshore center-of-excellence located in India, Real Soft provides "follow the sun" support and services. Since 1991, Real Soft has been delivering exceptional value to many Fortune-500 companies. Real Soft is ISO 9001:2000 certified and has obtained SEI-CMM Level 4 compliance.

Real Soft's Speech Enterprise Solutions (SES) Practice provides expertise in Interactive Voice Response (IVR), Customer Relationship Management (CRM), TDM and IP Based Voice Platforms, Computer Telephony Integration (CTI) and Advanced Speech Recognition (ASR). Real Soft's technology and IT services expertise caters to the requirements of the BFSI, Telecom, Retail, Government and Life Sciences verticals.

For more information about Real Soft Inc., please log on to <http://avaya.realsoftinc.com> or e-mail: marketing@realsoftinc.com

Application Re-engineering / Enhancement | Application Development & Maintenance | System Integration | Legacy Modernization
| Speech Enterprise Solutions | Custom Product Development

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