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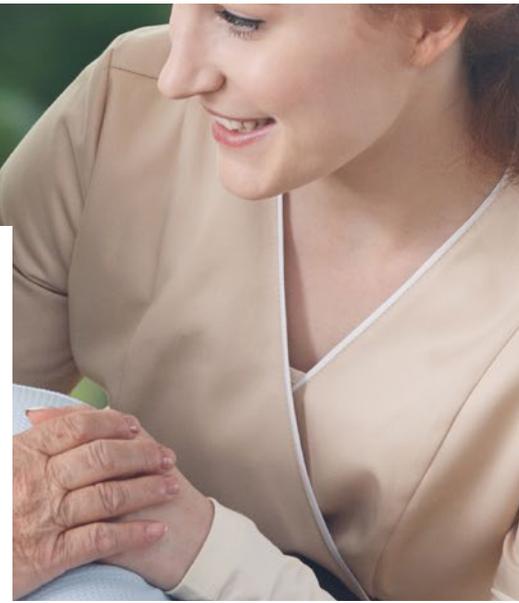
Contact center readiness

Ensuring production readiness for a leading
US healthcare provider's open enrollment season

The problem

Open enrolment season is a critical revenue-generating event for US-based health insurers. During this time, it is common for businesses to experience peak call volumes that test the upper limitations of capacity.

Due to this, many organizations prepare by making strategic decisions on customer engagements, including business rules related to contact center interactions. These decisions are then implemented at the application level, which in many cases requires changing or adding features, functionality or scalability.

> **US healthcare provider leverages hammer to validate change and de-risk a critical revenue event**

As an established customer of a leading US Telco, they had witnessed the powerful impacts these changes had on profit or loss. To de-risk, the customer partnered with a leading US Telco and Hammer to formulate a quality assurance strategy. The strategy focused on a series of testing engagements designed to validate desired business outcomes, including:

- Validate SBC upgrades
- Validate carrier throughput capacity
- Confirm failover configuration
- Ensure BPO capacity meets SLAs
- Validate capacity of CCaaS deployment

The solution

With the strategy defined, the team set out to implement the necessary capabilities to meet the business outcomes.

Hammer delivered a hybrid solution, leveraging its industry-leading Hammer Cloud Platform alongside Hammer Avaya virtual endpoints. The endpoints emulated Avaya phones and were configured on virtual machines at the local contact center site for ease and elasticity.

To emulate real-world conditions, the Hammer Cloud Platform placed calls across multiple US-based carriers. The call generation testing methodology of baseline, ramp and soak imitated different types of call patterns. As the calls exited the IVR and routed to agents (Hammer Virtual Endpoints), two-way voice quality was measured using Hammer's unique Voice RNA scoring.

The customer was able to view the results on the cloud portal. The portal provided analysis in real time, including errors, trends, and voice recordings to assist in troubleshooting efforts. The powerful combination of real-time information and the Telco/Hammer testing expertise assisted in identify and mitigating the discovered issues with high efficiency.

> " **Flawless... I never once received a phone call about Empirix – that is testament to the strength and value of your product and team.** "

The result

Empirix ran multiple testing engagements over the course of a month. These engagements identified a myriad of issues, including the following:

- Discovered incorrect configuration on Avaya CMs preventing calls from reaching the correct destination

- BPOs had media resource constraints at high volume, not allowing them to reach the required volume per their SLAs

- SBC failover logic had routing flows preventing calls from being connected

- During the CCaaS deployment, testing discovered a trunk mis-configuration that prevented the CCaaS provider from reaching their required call volume

Throughout the testing window and linked to critical business outcome milestones, the customer received interim reports. These reports outlined the uncovered issues and assisted decision-makers in placing priorities on mitigation efforts.

At the conclusion of the last testing engagement, the customer received a final report, a summary of all testing efforts with details related to issues identified and key findings.

HX: the Hammer experience

Empirix testing solutions provide the proof you need to implement technology changes with confidence. Our testing solutions pre-empt significant problems by delivering expert, end-to-end validation of expected real-world performance.

We offer the most comprehensive, flexible, and scalable pre-deployment testing solutions designed to predict the behaviour of complex IP-based solutions in the real world. Our integrated voice, video, and data testing offers insight into the quality of the application as customers experience it, enabling you to overcome the complexity inherent in today's sophisticated, hybrid communication environments.

Hammer components used in this engagement included:

- Empirix **Hammer-on-Call** stress testing cloud solution

- Empirix On-Premise, **Virtual Agent** End Points

- Hammer **RNA Voice Quality** testing

- Empirix Professional Services