Deliver a superior customer experience by assessing and improving communications performance

When customers contact a business, they expect a prompt response and satisfying experience. Communications networks and applications play a vital role in that experience. If they don’t work smoothly, customer satisfaction and, ultimately, your cost of serving customers are at risk.

Avaya Performance Monitoring gives you the tools to test and monitor the performance of your entire communications network, end to end, regardless of the equipment and applications involved. By continually monitoring service levels and addressing issues before they become problems, Avaya Performance Monitoring can help you improve the customer experience, reduce customer defections and create a positive perception of your brand.

Communications solution performance—a key to customer satisfaction

As customers become more tech-savvy, less patient and increasingly prone to supplier-hopping, their expectations for effective, near real-time service are at an all-time high. The ability of your communications network and contact center to respond can dramatically impact customer satisfaction and loyalty. Did you know that:

• Call center customer satisfaction drops 15 percent with each transferred call?¹
• Each dissatisfied customer tells up to 10 other people about their poor service?²
• 68 percent of customers leave a business because of poor service?³
• 79 percent of customers experience poor quality service?⁴
• $83 billion is lost each year in the U.S. due to poor customer service experiences?⁵

¹http://www.icmi.com/Resources/Articles/2008/October/Focusing-on-First-Call-Resolution.
³Ibid.
⁴“The Hidden Cost of Technology Failure in the Contact Centre,” Customer Experience Foundation, September 2009.
Most companies today make significant investments in their communications infrastructure. They go to great lengths to design, install and test the systems, ensuring they’re adequate to meet the organization’s needs on day one when the system goes live. But how many companies know on day 100, day 365 or day 1,000 whether their communications systems still meet intended service levels?

A company that consistently provides a good customer experience by maintaining superior communications quality has a significant advantage in the marketplace. Avaya Performance Monitoring can help you achieve and sustain that advantage.

A holistic approach to communications solution performance

Avaya Performance Monitoring is a key component of the Avaya Performance Assurance portfolio of communications services. Aimed at improving the user experience and helping manage costs and reduce risks, this portfolio provides effective solutions for the entire life cycle of Voice over Internet Protocol (VoIP) and converging VoIP and TDM communications systems (Figure 1).

Within the portfolio, Avaya Stress Testing Services and Performance Monitoring are aimed at helping you ensure that your communications solutions perform at optimum levels, not only on day one after implementation, but far into the future as well.

Performance Monitoring — active and passive measurement

For many companies, network performance assessment comes in the form of customer satisfaction surveys or contact center ratings. Avaya Performance Monitoring removes the inherent “wait and wonder” aspect of those approaches by providing ongoing, real-time, comprehensive evaluation of every aspect of your network’s performance.

Avaya Performance Monitoring employs both active and passive monitoring technology. Passive monitoring queries network elements and uses embedded probes, software tools and patented technologies to observe and report on system performance measured against established norms. Active monitoring goes well beyond listening and watching. We can actually place real calls into the system and emulate user behavior in carefully crafted, realistic scenarios. In this way, it ensures that the system behaves the way you expect and provides preemptive notification of a problem before customers are impacted.

Avaya Performance Monitoring includes four modules (Figure 2), available individually but integrated so they work together to improve your customer quality of experience.

Figure 1. Avaya Performance Assurance portfolio
Testing of all key network components with performance measurements

Active emulation of user application experiences

Passive collection and correlation of network-quality metrics

Comprehensive management view and metrics of complete infrastructure

Network Validation: Measuring system characteristics

The Network Validation module uses patented probes and proprietary interpretation software to measure the physical characteristics and performance of the network components, both voice and data. What is moving through the system? Is voice traffic degraded with jitter or loss? Are there bottlenecks or delays? Is data passing accurately from Point A to Point B as a packet moves through the network? Network Validation continually assesses and reports on these issues, and it provides tools to help diagnose problems quickly.

Systems Management: The dashboard

The Systems Management module is the foundation of the solution. It’s a network control center that enables enterprise operators and managers to see instant status and detailed reports from the diagnostic and monitoring tools. Providing a comprehensive management view and metrics of the entire network infrastructure, Systems Management integrates data from the other modules and shows the real-time performance of your network, including contact center and unified communications applications — a huge improvement over just error messages, blue screens and flashing lights.

VoIP Services: Passive monitoring of caller voice quality

VoIP networks require proper configuration and are sensitive to changing load levels and traffic mix. Any of these changes can negatively impact voice quality. The Avaya Performance Monitoring VoIP Services module uses technology to correlate quality metrics on the behavior of the system. Voice quality and jitter and packet loss are among the many characteristics measured as voice calls move through the network and are compared with industry-standard scores or other metrics. When results move outside of those established norms, the VoIP Services module triggers alerts.

User Experience Management: Active measurement under actual conditions

The User Experience Management module goes beyond passive measurement to actually place real calls in a controlled load into the system and measure how they behave. For example, in a contact center, a test phone call can be launched from the Public Switched Telephone Network (PSTN) or from a data center using VoIP protocols. Using proprietary technology, User Experience Management observes and measures the behavior of each call — the routing logic, queuing, dead air and misdirected calls. In this way, active monitoring accurately demonstrates and reports on what a user’s experience with the network would be.

The Systems Management module integrates data from the other modules and shows the real-time performance of your network, including contact center and unified communications applications.
Next-generation tools with powerful benefits

The Avaya Performance Assurance portfolio incorporates leading-edge tools, supported by Avaya experts, to ensure that your system performs at its peak now (Stress Testing Services) and into the future (Performance Monitoring).

Our approach is:

• **Continuous**—measurement and scenario testing is conducted across the production life cycle and in real time to optimize network performance and reduce mean time to diagnose and repair issues.

• **Pervasive**—it provides holistic measurement that encompasses all communications solution infrastructure and services for enhanced end-to-end customer experience.

• **Comprehensive**—proactive performance verification and measurement of communications solutions result in unsurpassed quality assurance.

Other important benefits of our approach include:

• The ability to address service-impacting issues before they affect users and customers.

• Unified custom views for comprehensive monitoring.

• The ability to measure voice quality down to the endpoint/handset.

• Correlation of data from multiple sources.

• Troubleshooting and problem identification tools.

• Unique customer-specific dashboard views—tailored to business or user

• Alerting and performance reporting

• Multivendor environment support

• Decreased mean time to recovery

Learn more

To learn more about Avaya Performance Monitoring, contact your Avaya Account Manager or Authorized Partner or visit us at www.avaya.com/professionalservices.