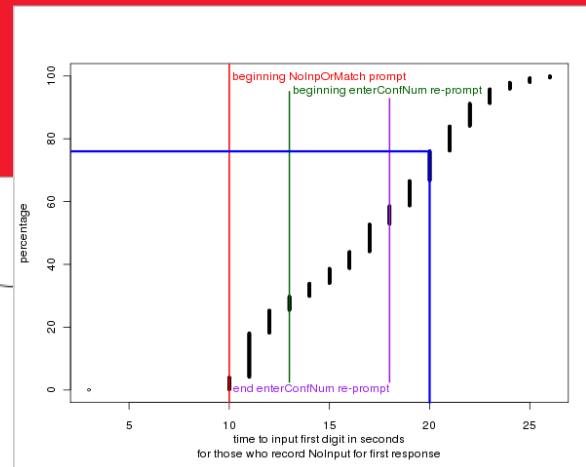
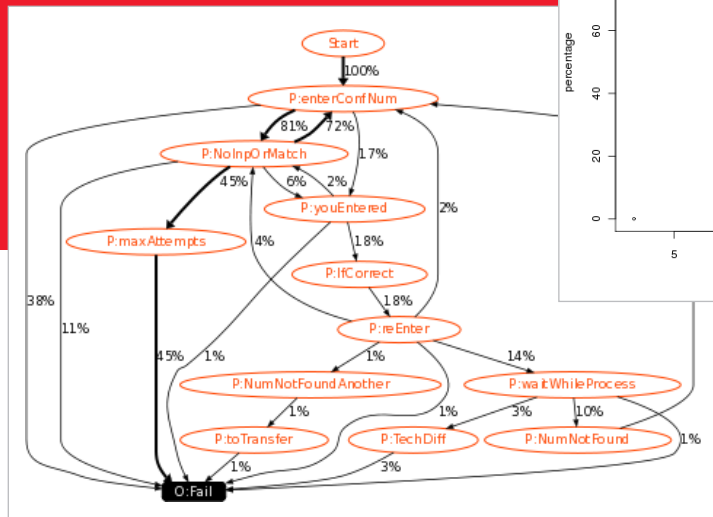


Prometric, Inc.

A global testing organization experiences the value of optimizing its contact center automated self-service application for cost savings, operational efficiencies, and customer satisfaction



Automated self-service applications are important components of many call centers throughout the world. They are “workhorses” that bear a significant load of calls, freeing up contact center agents to handle customer issues that are complex or simply need the personal touch.

Despite the crucial role that the automated self-service application can play in a contact center’s efficiency and effectiveness, it is sometimes overlooked as an operational area that may need updating or optimization. When this oversight occurs, an organization may lose valuable opportunities to meet the current needs of the contact center and/or improve the customer experience.

Prometric, Inc., the recognized global leader in technology-enabled testing and assessment services, stands out as a company that has an outstanding history of staying on top of its self-service functionality in order to make the most of this technology’s potential. Documented results have proven the value of the firm’s efforts, pointing toward benefits that may be realized by any organization that utilizes an automated self-service system.

Challenge

- Previous self-service application could not provide accurate reports. Prometric needed to provide precise reports that are consistent globally, in order to assure clients that service level agreements (SLAs) are being met.
- Previous self-service application was difficult and time-consuming to manage.
- Upgrade would have been extremely costly and of questionable value.
- Prometric wanted to streamline call flow to smooth out any areas of difficulty for users and maximize containment within the self-service application.

Solution Highlights

- Avaya Voice Portal
- Avaya Self-Service Optimization Software as a Service tool (SSO SaaS)
- Avaya Communication Manager
- Avaya Servers and Media Gateways
- Avaya Call Center Elite
- Avaya Call Management System
- Avaya Modular Messaging
- Avaya Message Store
- Avaya Digital and IP Deskphones
- Avaya Global Services
- Avaya Software Support plus Upgrade

Business Value

- **Cost savings:** Acquiring Avaya Voice Portal cost 5-10% less than upgrading existing self-service application. Additionally, over \$17,000 saved per year on eliminated maintenance. Yearly savings of \$21,400 from preliminary optimization due to increased containment within the self-service system.
- **Client satisfaction:** Highly accurate reporting provides clients with assurance that SLAs are being met.
- **Caller satisfaction:** There is an optimized environment for callers to obtain information successfully via self-service, with fewer difficulties in navigating and using the system.

Addressing the challenges of providing customer service on a global level

Headquartered in Baltimore, Maryland, Prometric, Inc. manages more than 10,000 test centers in 163 countries. With 11 contact centers and approximately 600 agents, the firm successfully addresses the unique requirements of hundreds of clients, while at the same time maintaining a consistent branded experience across its global customer service network.

The firm's current robust Avaya voice over IP (VoIP) telecommunications platform has enabled it to extend contact center applications globally and to ensure that the caller experience is consistent across the entire network. Customer-facing communications now offer candidates:

- Internet self-service functionality for initial registration and scheduling of examinations

- Automated self-service via phone, with interactive voice response that enables candidates to change appointment dates and/or locations, cancel or receive confirmations, and obtain directions to testing centers
- Live-agent contact centers to assist candidates who have issues not resolved by the self-service capabilities, with several contact centers offering service in English and other languages

In 2008, Prometric changed from its previous automated self-service system to Avaya Voice Portal, to move away from the administrative difficulties that were inherent in the previous system. Specifically:

1. The previous system required many servers, and setting up one client required access to various systems.
2. Screens were inaccurately labeled, which created numerous problems.
3. Reporting systems were limited and unreliable.

"With Avaya Voice Portal, all reports are based on a single, consolidated server source, which virtually eliminates the risk of inaccuracy. When requested, we can take our customers through the whole reporting process to demonstrate that it is based on actual numbers. This is a much more professional approach than we were able to offer before."

—Marc Hensens,

Manager of Telecommunications Prometric, Inc.



4. Reporting was not consistent on a global basis. This was critical because multinational clients required consistency in their worldwide reporting.
5. Difficult verification that SLAs were being met.
6. Significant time lost in dealing with these problems.

When Prometric sought to improve its automated self-service processes, the firm found that upgrading the previous application would cost 5-10% more than replacing it with an Avaya Voice Portal solution.

With Avaya Voice Portal, the IT team was impressed by the ease of management and the professional level of reporting. Marc Hensens, Manager of Telecommunications for Prometric, explained, *"From the management perspective, Avaya Voice Portal is a tremendous timesaver. For example, a simple change function that required a half-hour with the previous system now takes less than a minute with Avaya Voice Portal. We have calculated that the efficiencies related to all aspects of maintenance will save us over \$17,000 per year."*

Optimizing the customer's experience with Avaya Self-Service Optimization (SSO) tools

After solidly establishing Avaya Voice Portal as its automated self-service solution, Prometric took the next step in enhancing customer experience and operational efficiencies by closely examining the call flow patterns. The firm utilized the Avaya Self-Service Optimization Software as a Service (SSO SaaS) tool, which is designed to help an organization:

- Drill into the detailed interactions between the caller and the self-service application
- Characterize important aspects of the current behavior of the application—in particular, to measure and understand the success and failure rates for the different components (activities) of the application
- Identify potential problem areas
- Develop possible changes that could be made to further enhance the self-service application, both to improve the customer experience and to raise the containment level

"Because the future of our business depends on providing customer and client satisfaction in an efficient manner, we feel that Self-Service Optimization tools are an extremely important enhancement to the high level of performance that we already have from our Avaya contact center technologies."

—Marc Hensens, Manager of Telecommunications Prometric, Inc.

Examining the call flow

When a Prometric customer registers for an exam, the individual receives a confirmation number. After the initial registration, registrants may use self-service call-in functionality to access appointment options and test center information.

When a caller reaches the self-service application, the individual first must identify the reason for the call as needing to make changes to the test appointment or obtaining information about test centers. If callers intend to make changes to their test appointment, they are identified by entering their confirmation number.

After the confirmation number is successfully recognized by the system, callers can then continue to other components where they can make changes to their appointment.

Callers who are unsuccessful in either of these two activities drop out or are directed to a contact center agent. Those who are successful continue interacting with the self-service application to accomplish the purpose of their call.

These first two activities are crucial ones for analysis, to determine whether the application is doing the best job possible to contain calls and not frustrate callers. Using the SSO SaaS tool, Prometric concentrated on these two components to determine problems and target improvements.

With a sample of 10,000 calls entering the self-service system, Prometric utilized the Avaya SSO SaaS tool to establish baseline performance. Results are indicated below.

Baseline Prometric Self-Service Call Flow (Early Components)				
Component 1			Component 2	
Goal: Determine purpose for the call: appointment change or test center information			Goal: Enter confirmation number successfully	
Enter Self-Service Application	Failure (opt out by the system or caller and transferred to an agent; or caller hang up)	Success (indicate appointment change or test center information)	Failure (opt out by the system or caller and transferred to an agent; or caller hang up)	Success (enter a valid confirmation number)
10,000 callers (100%)	3,729 callers (37%)	6,271 callers (63%)	3,740 callers (60%)	2,531 callers (40%)

The baseline figures clearly indicated that these two components needed improvement to:

1. Increase the number of callers who successfully reach the Enter Confirmation Number prompt
2. Increase the number of callers who successfully enter a valid confirmation number.

Improvements in either area would increase the containment rate and reduce the number of calls that require agent attention.

Deeper analyses support strategies for improvement

The analytic capabilities of the SSO SaaS tool enabled the Prometric IT staff to closely examine caller behaviors in the two early components of the call flow.

The 60% failure rate for entering a valid confirmation number was considered high and the most urgent issue to correct. Using the SSO SaaS tool, the IT staff was able to drill into caller responses to the prompt requesting the confirmation number. By doing so, the staff could investigate whether the entered number was valid and should have been found in the firm’s database, or whether customers were unable to enter the number correctly.

The Prometric confirmation number was 16 digits long, with the first 8 digits being zero. Detailed analytics indicated that many callers failed to enter exactly 8 zeros before the rest of the number, or that the system started re-prompting before the caller even started to enter the digits.

This insight led Prometric to change the prompt to request only the last 8 digits, without the zeros, and the process was changed to allow more time before the re-prompt. A second set of 10,000 calls entering the self-service system was captured, and Prometric utilized the Avaya SSO SaaS tool to assess the effects of the changes. Results are indicated below.

Prometric Self-Service Call Flow (Early Components) after Changes				
Component 1			Component 2	
Goal: Determine purpose for the call: appointment change or test center information			Goal: Enter confirmation number successfully	
Enter Self-Service Application	Failure (opt out by the system or caller and transferred to an agent; or caller hang up)	Success (indicate appointment change or test center information)	Failure (opt out by the system or caller and transferred to an agent; or caller hang up)	Success (enter a valid confirmation number)
10,000 callers	3,678 callers (37%)	6,313 callers (63%)	3,492 callers (55%)	2,821 callers (45%)

Business Value

Cost savings

- Up to 10% savings on acquisition of Voice Portal versus upgrading the previous self-service application
- \$17,000 saved per year on maintenance related to the existing self-service application
- Savings resulting from changes related to Prometric's first use of the Avaya SSO SaaS analytics tool are \$21,400 yearly based on average cost per call and incremental number of calls retained in the self-service application and not referred to the Contact Center

Hensens commented, *"Changes that can result from SSO analytics both improve customer satisfaction and increase containment of calls within the self-service application, resulting in fewer calls referred to the Contact Center. Ultimately, this can lead to more efficient use of our Contact Center resources, which has a positive impact on the bottom line."*

Caller and client satisfaction

With Avaya Voice Portal, client satisfaction is greatly enhanced by accuracy of reporting. Hensens commented, *"When requested, we can take our clients through the whole reporting process to demonstrate that it is based on actual numbers. This is a much more professional approach than we were able to offer before."*

Streamlining and optimizing the self-service functionality also result in higher client and caller satisfaction. According to Hensens, *"For a caller, frustration with self-service functionality can easily turn into serious dissatisfaction. It has always been critical to keep customers satisfied, but never more so than in*

the age of social media, where an unhappy customer can influence a lot of people. Also, we have some very high-profile clients who engage our testing services for their organizations, and they simply won't tolerate hearing complaints from individuals who register with us."

Self-service enhancements, achieved using the SSO SaaS tool, reduce caller frustration because they enable more to utilize the self-service functions successfully. Wait times in the contact center queues may also be reduced. In particular, by increasing the time between the first EnterConfNum prompt and the prompt indicating that no input was received from 10 to 15 seconds reduced the percent of callers that needed re-prompting from 81% to 56%. So, 25% of the callers had a more satisfying interaction with the self-service application by avoiding the re-prompting. Without the SSO SaaS tool this issue could not have been identified.

Hensens concluded, *"Because the future of our business depends on providing customer and client satisfaction in an efficient manner, we feel that Self-Service Optimization tools are an extremely important enhancement to the high level of performance that we already have from our Avaya contact center technologies. We will continue to use these tools to identify, implement, and evaluate any type of improvement that can streamline the call flow and improve containment within the self-service application."*



Self-Service Optimization Software as a Service

SSO SaaS is an Avaya-hosted analytics tool. It enables an organization to identify potential improvements in calls being taken by the Avaya Voice Portal application, and to measure and assess improvements as changes are implemented.

Process: The organization collects data, uploads it to the hosted system, and configures the tool with the help of a GUI interface. The data is then analyzed, and the output from the analysis provides insights into the call flow and the caller's experience. These insights are used to identify potential changes that could improve the call flow, enhance the caller's experience, and raise the containment rate for the self-service system.

Learn More

For more information on how Avaya can take your enterprise from where it is to where it needs to be, contact your Avaya Account Manager or a member of the Avaya Connect channel partner program, or access other collaterals by clicking on Resource Library at www.avaya.com.

All statements in this Case Study were made by Marc Hensens, Manager of Telecommunications for Prometric, Inc.

Applications, Systems, and Services

- Avaya Voice Portal
- Avaya Self-Service Optimization Software as a Service tool
- Avaya Communication Manager 5.0
- (2) S8730 Servers at Baltimore locations with (11) G650 Media Gateways
- (1) S8300 Server in Seoul, Korea, with a G350 Media Gateway
- (1) S8500 Server in New Jersey - ESS mode with G650 Media Gateway
- Avaya Call Center Elite
- Avaya Call Management System
- Modular Messaging 3.0
- Avaya Message Store
- Avaya Digital and IP Deskphones
- Avaya Global Services
- Avaya Software Support plus Upgrade (SS+U)

About Prometric, Inc.

Prometric, a wholly-owned subsidiary of ETS, is the recognized global leader in technology-enabled testing and assessment services. Its comprehensive suite of services, including test development, test delivery, and data management capabilities, allows clients to develop and launch global testing programs as well as accurately measure program results and data. Prometric

reliably delivers and administers more than nine million tests a year on behalf of approximately 400 clients in the academic, professional, healthcare, government, corporate, and information technology markets. It delivers tests flexibly via the Web or by utilizing a robust network of more than 10,000 test centers in 163 countries. For more information, please visit www.prometric.com.

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit www.avaya.com.

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