



Case Study



Dome Telecom proactively monitor capacity and inbound IVR services

Occam provides capacity testing and inbound IVR monitoring services to provide a superior customer experience

INDUSTRY

Telecoms Company
Calling Card Services
IVR Solutions

PROFILE

Established in 2000
Ireland's largest provider of pre-paid calling services
Provides inbound IVR for one of the largest PPV services in Ireland

CHALLENGE

Ensure infrastructure capacity
Outdated IVR documentation
Proactively identify and resolve IVR configuration issues and ongoing systems stability

SOLUTION

Occam Networks Enterprise Testing Suite (ETS)
Specifically:
ETS DISCOVERY
ETS LOAD
ETS MONITORING

BENEFITS

Improved customer experience
System stability
Reduced Overheads Increased Revenues

OUR CUSTOMER

Dome Telecom is Ireland's only fully authorized telecommunications company. Offering a range of business and consumer voice services, payphone, internet and phone card services as well as its own uniquely designed range of intelligent network solutions.



Products sold in over
8500 locations nationwide

The Challenge

The inbound IVR systems in place at Dome Telecom support two of the largest areas of the business and represent the cornerstone of their operations.

Dome Telecom prides themselves on offering exceptional network quality and ongoing customer service.

They are Ireland's largest provider of pre-paid calling cards with their Global Caller and Century 2000 branded calling cards



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The fact that our ETS license offers unlimited testing throughout the year means we no longer need to consider testing fees when making changes to enhance the customer experience.

Gavin Curley, Operations Director Dome Telecom

Ireland's largest provider of pre-paid calling cards

Dome Telecom provides IVR services to one of Ireland's most popular and frequented PayPerView entertainment services with 99% of customer engagement occurring via the IVR when selecting and purchasing a PPV event.

"Any failures in our IVR platform or degradation in our network's capacity immediately impacts revenues and negatively impacts customer confidence in our services" says Gavin Curley, Operations Director at Dome Telecom

Drive innovation
Benchmark existing IVR
Ensure resilience during peak times
Proactively monitor entire CX

Available in over 8,000 retail outlets throughout Ireland. Once purchased, in order to activate a card, customers input the card details via the inbound IVR system.

The Solution

With unpredictable spikes in call traffic common in both areas of the business, Dome Telecom uses Occam's ETS to conduct capacity testing to routinely stress test their inbound IVR capabilities. With unlimited access to Occam's capacity testing solution, Dome has the ability to test their systems as required, without having to consider any upfront costs.

"If we see an unusual dip in revenues, we're able to immediately rule out potential problems on our network. Before working with Occam, we would have to contact a number of different service providers to see if they could identify any problems at their end. This could take weeks to rule out every eventuality and supplier." says Curley

"Our business continues to grow, using Occam's capacity test provides us with the confidence that when we carry out any hardware or software updates, our infrastructure is still able to meet the demands of our business." says Curley



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ETS Discovery is perfect! We needed updated documentation on exactly how our IVR was performing. It didn't disappoint!

Gavin Curley, Operations Director Dome Telecom

Dome were advised that 600 SIP channels were operating, ETS identified only 300 had been put into service.

ETS Identified unexpected IVR system CPU capacity issues that resulted in dropped calls.

Proactive monitoring through ETS now identifies issues before they impact revenues. Dome estimates improvements have generated 5x more revenue than the cost of the license within the first 6 months.

Intuitive Interface

Occam's intuitive interface allows users to setup a number of different testing scenarios to achieve the desired outcomes.

Curley says he's used other testing solutions in the past but these relied on the vendor creating and writing testing scripts with little leverage available.

"Occam's ETS is incredibly intuitive and, whilst the support is still there when we need it, ETS allows us the independence to create testing scenarios that meet our precise requirements, whenever we require them." says Curley.

"The way in which our clients engage with their customers and the expectations of their customers continually evolves.

By offering customer unlimited use of all the testing services within our Enterprise Testing Suite, it allows them to remain incredibly flexible and offers the ability to constantly adapt to the demands of the business" said Chris Sibley CEO of Occam Networks.



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ETS provides us with the freedom to create testing scenarios that meet our precise requirements, whenever we require them.

Gavin Curley, Operations Director Dome Telecom

Automated IVR Discovery helped fill in the blanks

6 months prior to working with Dome, a key member of their staff had accepted a job with another company.

After his departure, his replacement discovered the documentation supporting their IVR process was significantly outdated.

ETS Discovery

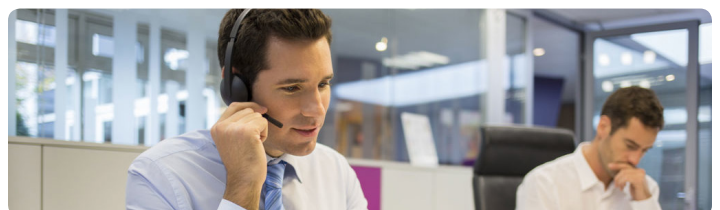
Dome Telecom utilized Occam's ETS Discovery tool to obtain detailed insight into exactly how their IVR performed. ETS provides an interactive map of the companies entire IVR tree and highlights any problems or issues it may encounter.

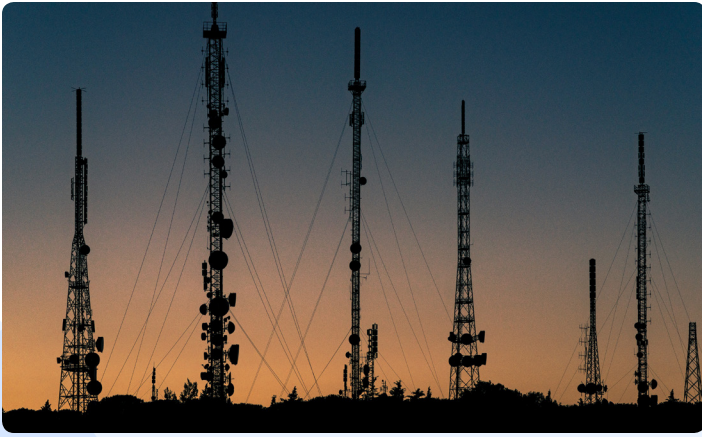
"We discovered options within the IVR that we were led to believe had been removed several months ago" exclaimed Curley.

While Dome's IVR was working without documentation, it was impossible to determine where improvements could be delivered and how to safely eradicate redundant options.

Curley noted "We had to change our IVR options weekly yet lacked the confidence to remove or update options meaning our IVR was becoming quickly unmanageable."

Not only does ETS provide a detailed report of the IVR operation is also collates all the elements required to build future test cases, eradicating the need to work with external third parties and incurring costly professional service fees.





In addition to utilizing Occam's automatic discovery capabilities, Dome Telecom manual discovery feature as well.

In manual discovery mode, ETS enables users to direct the path they want the ETS to take through the IVR and then automatically collates specific IVR scripts for future testing. Manual testing saves time, resource and money when testing any functional changes to the system prior to launching into production.

24/7 IVR Monitoring allows Dome Telecom to invoke a proactive testing strategy

Before using Occam's ETS, Dome Telecom only became aware of performance issues within their IVR configuration when customers complained or they saw a spike in the number of calls being passed to the agents.

"By this point our customers were already frustrated with the service they were receiving, the damage to our reputation had already been done" says Curley.

Proactive Monitoring

ETS provides 24/7 monitoring across Dome Telecom's IVR infrastructure. Placing regular test calls over both IVR configurations, ETS immediately alerts the appropriate departments via SMS or email when to any test call falls outside the acceptable parameters put in place by the team at Dome Telecom.

"Our IVR platforms operate 24/7 and knowing they are being continuously monitored offers peace of mind to a number of members of the business, myself included. This is worth the cost of the annual license fee alone" says Curley.

The ease of use associated with the configuring parameters of acceptable levels of failure, allowed Dome to adapt as the expectations of the business change.



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ETS supports our entire testing journey, from identifying issues, fixes and improvements through to ongoing monitoring.

All on one platform for a single fixed fee.

Gavin Curley, Operations Director Dome Telecom

Occam's intuitive, user-friendly dashboard provides historic and real-time statistics for straightforward analysis of any identified problems users can carry out an immediate, identical retest of a failed test call to ensure work completed to eradicate the fault has been successful.

Using industry standard methodology and algorithms ETS provides a Mean Opinion Score (MOS) for each test call placed.