STREAMANALYTIX

Case Study
Industry: Telecommunications

A Leading Wireless & Telecom Services Provider Reduced Annual Call Center Cost by $5 Million

Business Challenge

To optimize call center cost by tracking the desktop activities of the call center representatives in real-time.

Solution

StreamAnalytix delivered a solution to deliver the following:

- Monitor agent desktops in real-time
- Track on-call activities

Client Overview:

A leading U.S.-based wireless and telecommunications service provider wanted to improve call center performance, increase customer satisfaction, and have greater insight into the activities of its call center representatives. To achieve this, the Fortune 50 Company wanted to analyze the desktop activities of the call center representatives around the clock.

Requirements:

In an effort to improve performance metrics, the client wanted to monitor desktop activities in real-time while the representatives are on duty. From an operational perspective, this meant creating a centralized system where operations personnel would be able to

- Track idle time
- Track what websites are being used for how much time
- Track outlook usage
- Track various applications being used on the desktop

The client also wanted to track desktop activities when the agent are:

- On call
- Not on call
- On call and kept customer on hold

Business Benefits

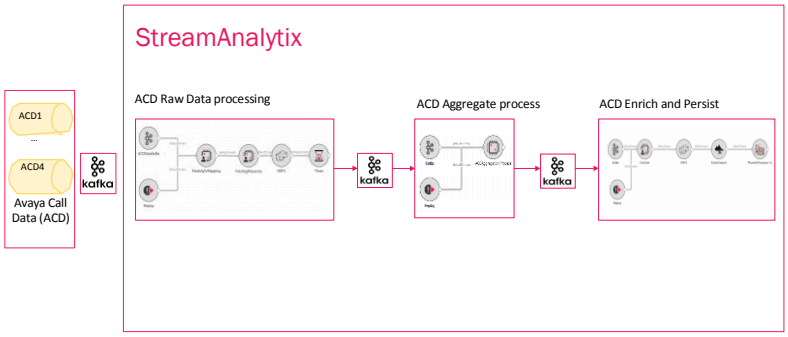
StreamAnalytix delivered a solution to deliver the following:

- Annual overall cost reduction of $5 million
- Improved agent productivity with ability to handle more than 30 calls per day
- Improved customer experience
- Reduced Agent idle time to 15 minutes per day
- Reduced overall after call work activities of agents to 30 minutes per day
- Handling of CPNI information compliance
- Identification of anti-company and union propaganda

Learn more on driving business value.

Solution

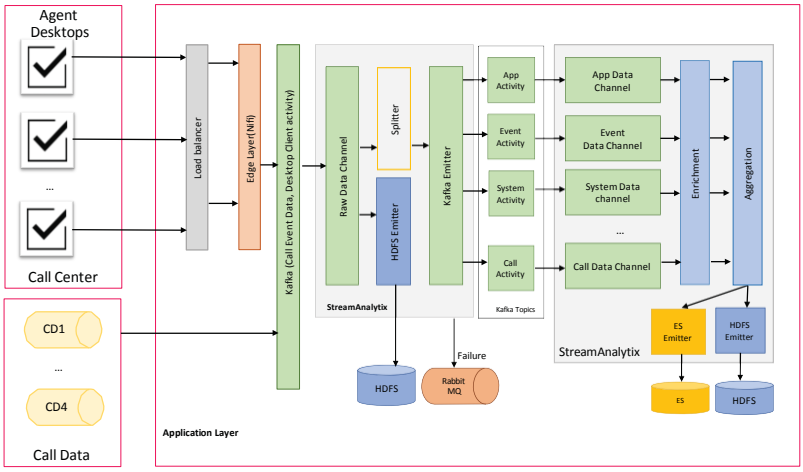
StreamAnalytix delivered a three part solution:



1. The team developed a Data Collector component to ingest data from multiple sources and send it to the respective Kafka topics.

2. Built-in Kafka Channels were used to ingest the data further in a Storm pipeline and process them. The following StreamAnalytix bolts were used to process the data:
   a. **Enricher Processor:** For providing support to look up and enrich the raw data by adding more metadata required for further correlation.
   b. **Timer Processor:** To collect the events within time-based window and sort them to maintain the sequence of events.

3. Further, StreamAnalytix persister components were used to persist processed data in HDFS, ElasticSearch and Apache Phoenix.



Additional Resources

Case Study: Real-time Call Center Monitoring

Webinar: Spark Streaming Made Easy with StreamAnalytix

The Forrester Wave™: Big Data Streaming Analytics, Q1 2016

White Paper: 7 Essential Elements in a Real-time Streaming Analytics Platform

The solution enabled the client to improve agent productivity dramatically by reducing idle time. It also increased customer satisfaction and handled CPNI information compliance.

Conclusion

This case study proved the immediate and quantifiable business benefits from real-time streaming analytics for the Call-Center industry. StreamAnalytix delivers higher revenue and profit in less time than other analytics options.

With the StreamAnalytix free trial, you can start building streaming apps now.

You may also contact us if you want to schedule a live demo to see how StreamAnalytix can serve your specific business case.

StreamAnalytix, a product of Impetus Technologies, enables enterprises to analyze and respond to events in real-time at Big Data scale. Now featuring support for Apache Spark Streaming, in addition to the current support for Apache Storm, it is currently the industry's only platform that provides the powerful advantage of offering users with multi-engine support-which provides the flexibility to match the choice of stream processing engine to the requirements of a particular use case.

Visit www.streamanalytix.com or write to us at inquiry@streamanalytix.com