



Product Brief

AT&T Consulting-Visual Network Analytics

The insights you need to create a more effortless customer contact experience

Do you know the cost of voice “friction” on your business?

When a customer calls your business, anything that stands between them and what they want is “friction” – consuming unnecessary time and effort. Businesses are on a continual journey to reduce that friction and enhance customer contact experiences.



The cost of friction can be high, especially if you rely on your customers to report it. Take two common examples of friction: excessive call transfers and premature call disconnects. Even if under 1% of call volume, either of these issues can have a very detrimental impact on brand and customer experience. Our experience shows that Promoters who experience two or more transfers are three times more likely to become Detractors as a result.

How did we get here? Enterprises have built more complex call flows with intelligent routing rules to anticipate caller intent, offer more self-service options, and provide multiple channels including phone, web, and mobile to suit customer interaction preferences. As a result, calls now traverse a myriad of contact center IVR (interactive voice response) systems and BPOs (Business Process Outsourcers), where visibility into performance is often more limited.

And so ironically, in the pursuit of improving the customer experience, we have unintentionally created more opportunity for friction.

To pinpoint causes of friction, you need a sophisticated solution that works across platforms and providers to provide the trends, insights, and end-to-end perspective of the actual customer contact experience. Visual Network Analytics (VNA) is a service-based platform developed by AT&T Consulting which can uniquely pinpoint causes of caller “friction” by identifying each segment, or “leg” of an end-to-end call, exposing common issues such as calling loops, excessive transfers, and abnormal disconnects. Key VNA features include:

- **Call Path Visualization:** Traditional tools only see origination and termination numbers. By contrast, VNA “stitches” together the entire call path from discrete call “legs”, so you can see the end-to-end call from the customer’s perspective.
- **Platform Independence:** VNA gleans information from AT&T Call Detail Records, and can also ingest data sources from the customer premise infrastructure as well as third parties including Business Process Outsourcers.
- **Business Context:** VNA makes insights easier to find by “mashing up” our data with yours. Specifically, termination numbers and trunks can be associated with business mnemonics, such as branch identifiers, retail store locations, and functional lines of business.
- **Scale:** Because it is built on the rich pedigree of AT&T Labs, VNA provides unparalleled speed and scale to support up to one million calls per day, with extensive analytics made available through a simple to use web interface.

Potential Benefits

- Reduce costs and effort to troubleshoot common customer friction issues
- Platform independence means less reliance on proprietary element managers
- Delivered “as-a-service” with no capital investment or extensive training required
- Predictive reporting helps you anticipate business cycles and staffing needs in advance

Features

- Visualization of each leg of a call path, end to end
- Provides a set of standard, out of the box “jump start” reports
- Provides business context using customer-provided identifiers for site names and functional lines of business
- Developed from the pedigree of AT&T labs, with an architecture that can uniquely manage datasets at scale
- Adopted by leading customers and internally in AT&T hosting, video, and contact center operations

To learn more about AT&T Consulting - Visual Network Analytics, visit www.att.com/collaboration or [have us contact you](#).

Share this with your peers





Take our six point test and see how well you can identify and remove friction from your voice environment!

- 1) How long does it typically take to perform after-action forensics/root cause analysis on a customer friction complaint?
 - a) Less than 1 hour
 - b) 2 hours or less
 - c) More than 2 hours
- 2) Can you isolate disconnects, calling loops, or excessive transfers to specific call legs?
 - a) Yes
 - b) No
 - c) Unsure
- 3) How many systems must be consulted to construct the actual end-to-end caller path including all legs and transfers?
 - a) 1
 - b) 2-3
 - c) 4 or more
- 4) What degree of visibility do you have into the performance of your BPO?
 - a) CDR data integrated into existing systems
 - b) Standalone reports
 - c) None
- 5) How well do your current platforms trigger tickets based on friction thresholds?
 - a) Automated & Configurable
 - b) Automation only
 - c) None
- 6) If a solution existed to address all of the above, how long do you think it would take before your staff was fully productive using it?
 - a) 30 days
 - b) Up to 6 months
 - c) Up to one year

If any of your answers were (b) or (c), then Visual Network Analytics can improve your customer voice experience!

How VNA works

VNA has access to back-end AT&T OSS/BSS systems including call detail reports, events and ticketing, database, and performance reporting. That allows it to inspect each "leg" of a call, and reconstruct the actual end-to-end caller experience. In addition, since VNA is an extensible platform, it can be customized to gather data from a multitude of vendor platforms and element managers, 3rd party systems, as well as Business Process Outsourcers (BPOs).

Representative Use Cases for VNA

VNA can help you answer these questions:

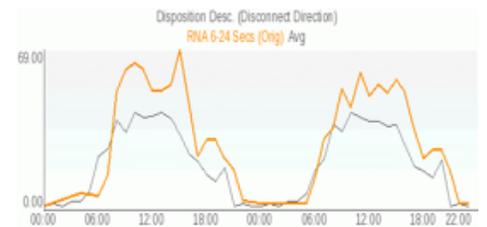
- What lines of business (LOBs) have the most friction and at what times of day?
- Where is friction occurring within our voice infrastructure?
- What calling trends are there across locations/LOBs by time of day?
- Is staffing optimized for call volumes and cycles?
- How did marketing campaigns or new product introductions impact calling patterns?
- How do I get visibility into my BPO's performance so I can hold them more accountable?
- As I migrate to IP Voice services, how is call routing performing? Are trunks optimized for call volumes?
- How do transfer volumes correlate with investments in self service enhancements, agent training, and technologies such as speech recognition/natural language processing?

"Friction" Metrics available with VNA

- Terse calls and abnormal disconnects, including visualizations by call leg
- Transfers, including thresholding and event generation
- Calling loops
- Call Spans (calls which cross different lines of business)
- Call Quality

Predictive Analytics

- VNA visualizes traffic patterns with predictive modeling (gray line below) so you can anticipate trends and more quickly act on exceptions



Key VNA Reporting Capabilities

- In and outbound call volumes for each business location/line of business by hour, with baselines and actuals
- Location Delta Analysis: VNA highlights changes in hourly traffic based on user-defined thresholds
- Interval reports: traffic volumes for each of the past three hours

VNA is a unique as-a-service platform which provides insights into the health of your voice and contact center environment, delivered with a world-class wrapper from AT&T Consulting. As Trusted Advisors from AT&T, we bring a unique pedigree and proven approach to help you create more effortless experiences for your customers.

Share this with
your peers



For more information contact an AT&T Representative or visit www.att.com/collaboration

To learn more about AT&T Consulting - Visual Network Analytics, visit www.att.com/collaboration or [have us contact you](#).

