Call Center Agents Impacted by Upgrade to Backend System

Background

IT organizations typically have tools that enable them to maintain and understand how the various components are working (e.g., servers, networks, databases, etc.). Even with all these tools, IT operations groups are often blind to how the health of these various systems impacts end-users. When issues do arise, especially regarding system performance, end-users often find them in the position of needing to **"prove" it's bad**. The challenge for IT is having an objective mechanism to validate end-user issues and utilizing this information to isolated potential root causes.

Problem

A healthcare insurance provider had multiple off shore Call Center vendors utilizing their new Customer Relationship Management (CRM) system over Citrix. One of their Call Center vendors was challenged meeting their Service Levels and complained to the Director of Customer Service. The Director was concerned that these lower service levels could lead to **fines for lack of regulatory compliance, a drop in the provider's CMS STAR rating or even customers complaining directly to their state agency** which could directly result in lost state business and raised his concern to the CIO. The challenge for both the business and IT was determining:

- Was it perception or reality – **getting clear metrics to understand the situation**
- If it was a real issue, how significant was the business impact and how could the issue be mitigated.

Solution

Evidant previously worked with this healthcare insurance provider on monitoring the CRM application and had deployed Aternity's Frontline Performance tool to capture the actual application performance for the end-users for their critical transactions along with the Citrix network latency.
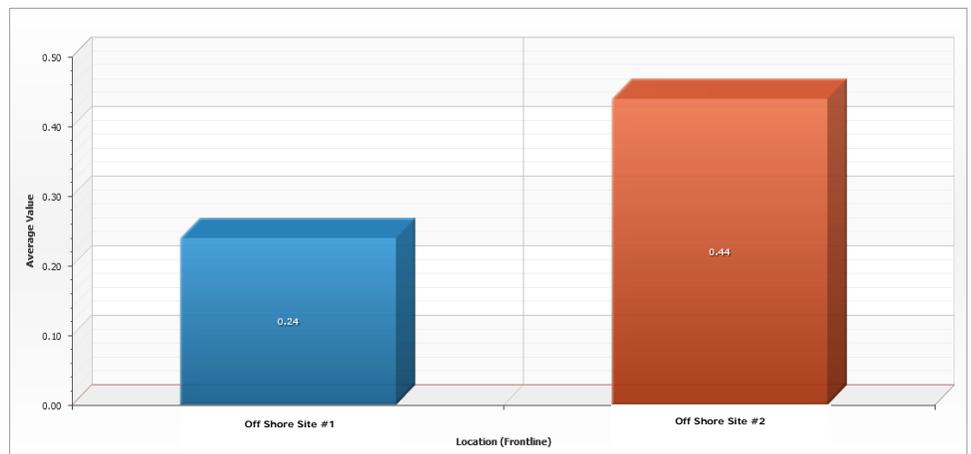

Figure 1: 30 day comparison of average latency for the two off shore sites demonstrating a dramatic difference

Evidant analyzed the application performance and the network latency for two offshore Call Centers that were located in the same area – 9,000 miles away from the healthcare insurance provider's data center. Evidant determined that the issue was related to Citrix latency with the "problem" Call Center experiencing almost twice the network latency – see Figure 1.

Latency in excess of 500 ms, Evidant has found, makes Citrix very difficult to use. In this case, end-users at the Call Center were experiencing latency well in excess of that bench mark with peaks regularly exceeding several seconds. The impact was more apparent when viewing a distribution chart of latency by day – see Figure 2.

Figure 2: Latency distribution chart of the two off shore locations

Evidant then consulted with the healthcare insurance provider's networking group. It was determined there were no significant differences in the network routing or configuration between the two off shore sites being analyzed. Evidant concluded the issue must be related to the local configuration of their network.
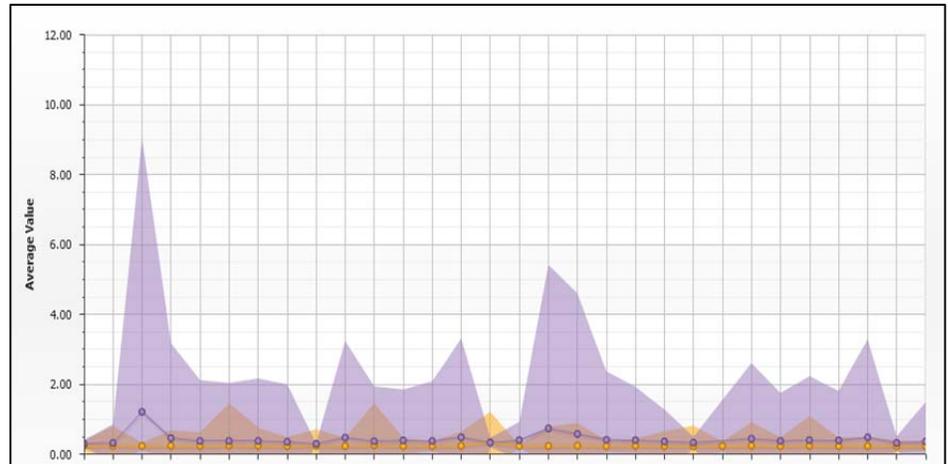
The off shore Call Center's networking group was then engaged. It was determined there was a local network configuration that was causing the excessive latency. The group made the network change and the results were almost immediate – see Figure 3 showing the dramatic improvement of the network latency in a subsequent month.
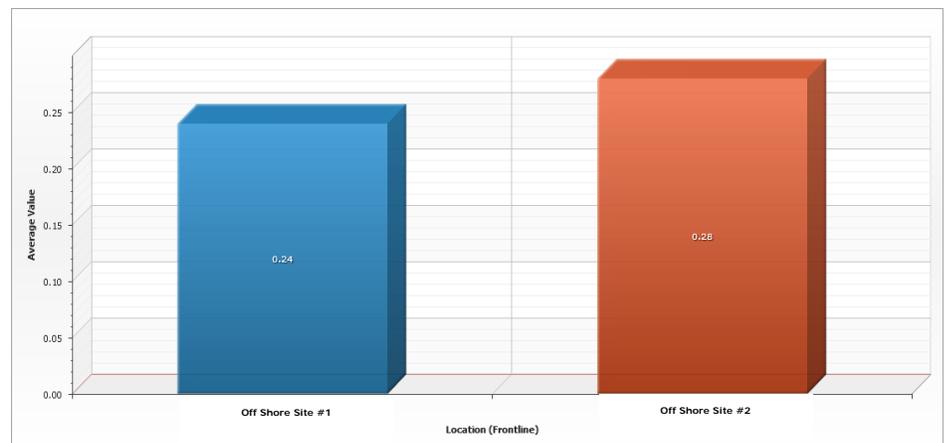

Figure 3: 30 day comparison of average latency for the two off shore sites demonstrating a dramatic difference

23282 Mill Creek Drive, Suite 380
Laguna Hills, CA 92653
949-609-1494
www.evidant.com