

A Global Business Processing Outsourcing organization devised a transformational response to Work-at-Home operations – at scale.



W.H.O. view of COVID-19 progression

PROFILE



Global Business Processing Outsourcing organization

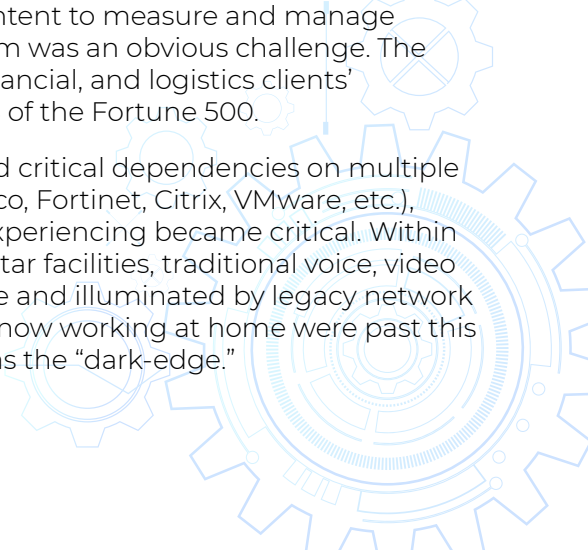
- 80,000 Agents
- 100+ Locations
- Servicing 50% of Fortune 500

“TruExperience™ ensured Call Center agent productivity remained a priority – even after many had gone home.”

It seemed to happen overnight...

When the calls came in to address what was an evolving and accelerating healthcare crisis globally, one of the leading global BPO firms knew this was a defining moment. With over 80,000 customer service agents across 100+ physical locations and a myriad of highly specialized security and connectivity details to manage, the IT organization’s intent to measure and manage agent productivity in this new IT paradigm was an obvious challenge. The organizations’ healthcare, technology, financial, and logistics clients’ customer service needs represented 50% of the Fortune 500.

As the scale of the transformation created critical dependencies on multiple remote connectivity solutions (Azure, Cisco, Fortinet, Citrix, VMware, etc.), understanding what agents were truly experiencing became critical. Within the physical boundaries of brick and mortar facilities, traditional voice, video and network connections were accessible and illuminated by legacy network management systems. However, agents now working at home were past this boundary in what was being referred to as the “dark-edge.”





Fortunately, Truitem had a TruExperience™ Operational Services Automation (OSA) initiative underway for customer service agent productivity, with IoT sensors in use and proven to provide critical operational data analysis at Delivery Center facilities across the globe.

The initiative was focused on the critical measurement of those IT services an agent was dependent upon to best support their clients. Areas of focus spanned network route-path to critical applications, application responsiveness, services quality and availability – even if these applications and services were outside of the BPO's own infrastructure.

The question for the migration to a Remote Agent posture was “can we use TruExperience for this?”

Within days, additional sensors were provisioned within the Truitem Cloud, providing IT operations with measurements of VPN logins across all VPN, Citrix

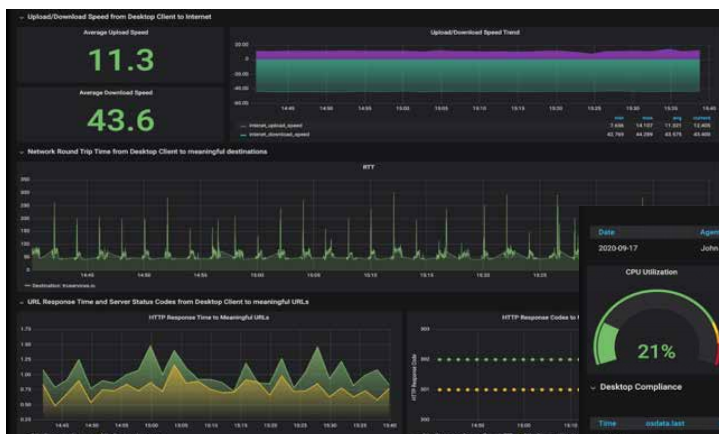
and VMware access platforms. All critical corporate applications were added to ensure visibility and measurement results were correlated across global regions and operationalized through ServiceNow integration.

TruExperience quickly became “the most critical operational view.”

After the initial wave of approximately 32,000 remote agents were online, it became clear that work-at-home and the added complexity of BYOD was likely now the new normal through 2021. Managing agent productivity, behavior, shrinkage and compliance required a creative solution.

TruExperience was deployed and within minutes, measurements for Voice MoS, ISP performance, latitude and longitude, PC memory, PC CPU, WiFi SSID, Ethernet port, and authorized peripherals were available. IT operations could isolate issues and manage ISP SLAs, with the goal of making informed call routing decisions. Business Operations could see behavioral anomalies and have empirical data to make critical staffing and financial decisions.

“Let’s tag the data to manage staffing, call routing, compliance and financial reporting.”



- 65,000 desktop collectors
- + Active Directory
- + Workforce Management

Currently, rollout to up to 65,000 agents is underway with integrations to legacy IT management systems, access controllers, workforce management and critical reporting systems. TruExperience productivity and compliance data in the correct Business Operational context (agent, client, line-of-business, supervisor, shift, etc.) is operationalized across the BPO teams and then transferred to a data lake where it is referenced within a legacy Business Intelligence platform.