ONELINK & APPNETA: FLEXIBLE AND SCALABLE CONTACT CENTER AGENT MONITORING

CLIENT PROFILE

Site: www.onelinkbpo.com
(Acquired by Webhelp)

Industry: Outsourcing/
Offshoring

Headquarters: El Salvador

Employees: 12,000 employees

BROADCOM SOLUTIONS

• AppNeta

BENEFITS

• Reduced mean time to identify and repair issues from 20 minutes to under 1 minute
• Increased remote employee productivity and satisfaction with better visibility into home and ISP environments

Company Background

Many businesses turn to specialized contact center providers to handle the delivery of optimal customer service on their behalf. While outsourcing like this may be nothing new, the kind of service delivered by OneLink certainly is.

Founded in 2013, OneLink was created to offer a "boutique" contact center service where every detail is customized to the client, from the branding of the furniture used in each of the company's remote contact center offices to the training and apps each of OneLink's "Incredybles®" — what the company calls each call center agent — is armed with.

In just under a decade, OneLink's tailored approach to contact center outsourcing has seen the company's operations and footprint grow exponentially. The business has added on average almost 2,000 new employees every year since founding and now tallies over 12,000 workers, while their customer base has grown from only one partner roughly 7 years ago, when CIO Pedro Diaz joined the team, to more than 57 today.

Monitoring Performance as Expansion Takes Off

At the start of this year, Pedro's team was overseeing agents across more than 14 sites throughout the Americas, including Mexico, Guatemala, El Salvador, Columbia, Nicaragua and Brazil. Already, Pedro's systems team had been leveraging network performance monitoring from AppNeta by Broadcom Software to help assure the performance of OneLink's Incredybles® as the brand's remote office footprint grew.

Pedro's team began deploying AppNeta to monitor end-user experience and call quality among contact center agents in OneLink's San Salvador office. The team had been using a patchwork of solutions to measure standard voice and video metrics (latency, packet loss, jitter on critical links), but never a unified solution that could give them a clear picture of performance.

Once deployed at one location, it didn't take long for the team to see all that they had been missing by not leveraging a unified,

comprehensive performance monitoring solution, and wasted no time in deploying AppNeta across all 14 remote locations — a move that proved critical as unforeseen events upended OneLink's plans for 2020.

With Work Decentralizing, AppNeta Ensures Continuous Visibility

As the global pandemic forced enterprises across the globe to shutdown shared offices and explore work-from-home (WFH) options for workers across departments, Pedro and his team found themselves literally ripping out the computers and hardware from their six geographies and sending 8,000 Incredybles® home, with little pre-planning afforded.

"Before, we had 14 sites that we had to manage. The way we look at it now, we have 8,000 sites — one for every Incredyble® — and every connection is different," Pedro said. "The challenge is not small to keep these operations running smoothly, and to maintain the same quality as we had in the office, which is critical to delivering on our 'boutique' promise to clients."

Fortunately, OneLink's existing partnership with AppNeta proved critical just when things were starting to seem daunting.

OneLink leverages AppNeta's Workstation Monitoring Points, which the team is using to gain a better understanding of both the variable connectivity at different locations and the associated performance impact on their call center agents.

"A solution like AppNeta can give us the view from the agent's home into our network, which sometimes we are pretty blind to. Normally, we'd have to rely on very basic stuff — as rudimentary as an agent giving support a ping that may not even arrive in time because of a bad connection," Pedro explained.

Regaining Visibility into Each User's Workstation

Now, OneLink can see the whole route from each agent's home workstation to the OneLink data centers to better understand what's the "state of the connection" even before an agent logs in. This ensures that IT knows what's really going on along a specific path — as well as in a relative geography — and what to expect from performance.

Learning if a remote agent was having a problem with their last-mile ISP the old way could, on average, take 15-20 minutes of a OneLink support engineer's time to just determine diagnostics. With AppNeta, this visibility is gained in an instant, significantly increasing the support team's MTTR in the process.

OneLink is currently in the process of rolling out additional AppNeta Workstation Monitoring Points to understand the connections with specific ISPs that serve large quantities of remote workers in OneLink's six different geographies. This includes monitoring multiple links in the same city, for instance, but in different neighborhoods to compare where certain providers are strongest in supporting the demands of contact center traffic.

This is especially critical for OneLink agents that leverage voice performance. While those agents who manage customers via web chat are less impacted by network bottlenecks, those who manage video and voice contact are heavily impacted by poor performance, and their paycheck might even take a hit if they fail to meet their support quotas.

WIth AppNeta, OneLink can better ensure that the premium contact center service they offer to their customers continues to meet the high standards they expect, while helping better ensure that OneLink's Incredybles® are accessing all the tools (and connectivity) they need to succeed. While many of the conditions are out of OneLink's control (ie. the performance of residential WiFi beyond their network edge), visibility into how traffic is being delivered between remote users and OneLink resources helps speed up diagnostics so that teams can readily take action when issues arise.

To learn more about how AppNeta delivers visibility beyond the network edge, schedule a demo today.

About Us

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