

ip-label newtest



Business Case

Newtel Essence – Piet Balk

Newtel Essence guarantees the quality of its service offer for contact centre telephony

Newtel Essence is the leading communications integrator in the Benelux communications market for the design, building and management of integrated voice and data networks and applications for optimum processing of customer contacts.

+ **Newtel Essence's philosophy is simple:** customer satisfaction is first and foremost. The customer's experience is of central importance.

+ **Partners:** Avaya, Interactive Intelligence, Microsoft, NICE, RightNow, Aspect, Cisco Systems, CosmoCom

+ **Customer references:** Unamic, Telfort, Trias, Teleperformance, AFAS ERP Software, Bookit, Gemeente Utrecht, Essent, Sodexo Altvs, FMC and others



"ip-label.newtest provides us with an efficient means of continuous monitoring of the quality of speech delivered to our hosted contact centres via the telephony channel."

Piet Balk

Product Manager
Contact Center Online



Newtel Essence, the partner for organizations' communication with customers and contacts, has chosen ip-label.newtest to guarantee to its online contact centre customers the best telephone speech quality.

whether or not they are contractually defined.

+ Access to independent expertise for analysis in the event of a VoIP quality alert.

Newtel Essence's monitoring needs: the keyword is quality

Newtel Essence was looking for a reliable measurement solution for VoIP that gave insight into service availability and the quality of speech delivered, from the end-user's perspective.

Piet Balk says: *"We have been using ip-label.newtest services since the testing phase of our Contact Center Online. The architecture provides both permanent monitoring, required for investigating complaints about voice quality — at any moment we know what the quality level is in our own domain — and temporary monitoring, useful for customers who (would like to) work with VoIP and whose network is not (yet) certified. It is also possible to analyze complaints about voice quality with temporary monitoring in order to measure from end to end."*

Newtel Essence's aims

+ Permanent monitoring of the service quality of the Newtel Essence Contact Center Online infrastructure, and access to indicators for availability and speech quality evaluated on incoming/outbound and short/long bi-directional calls via media gateways

+ End-to-end monitoring of the performance of the customer contact centre agent's workstation in the context of deployment of the system for temporary monitoring

+ Independent certification of indicators to guarantee service levels to customers,

ip-label.newtest VoIP monitoring: a blend of solutions and consulting

Newtel Essence relies on ip-label.newtest to:

+ establish and maintain an end-user monitoring solution to guarantee the performance of Contact Center Online telephony

+ demonstrate the voice quality delivered, by means of independent certification.

What solutions did ip-label.newtest deliver to Newtel Essence?

- + A permanent probe with IP and PSTN connections installed within KPN / Newtel Essence's data centre for continuous monitoring of the Contact Center Online infrastructure
- + A "plug & play" mobile probe with IP connections for audits which can be deployed on demand by the customer

Analysis of disturbances

With respect to speech quality, ip-label.newtest can identify clipping, noise, spectrum analysis, micro-offset in the jitter buffer (%).

Recording of calls

The tests carried out by ip-label.newtest are stored in a central database when quality analysis has been completed. This allows the tests to be replayed by Newtel Essence staff up to 15 days after analysis. This contributes to a better understanding of any problems observed in speech quality.

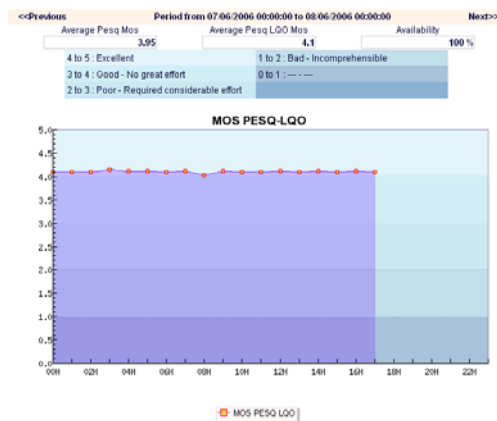
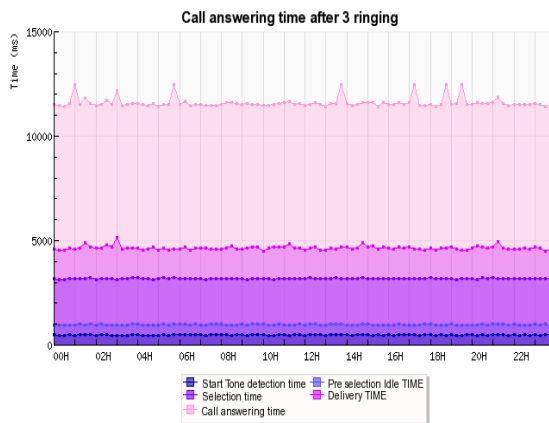
Datametrie VoIP indicators in brief

- + Details of each step in the connection (recording, dial tone, etc.).
- + Total time of call from start to end
- + Error type (busy, no dial tone, etc.)
- + Cross-correlation level

- + MOS PESQ (P862) & MOS PESQ LQO (P862.1)
- + Voice quality maintenance

The benefits of ip-label.newtest: end-to-end monitoring

- + ip-label.newtest is an independent third party (certified ISO 9001.2000) that gives you an external view of performance and availability of Internet applications.
- + End-user viewpoint
- + Full support for a variety of projects
- + Assistance and support: unlimited e-mail and telephone access to the ip-label.newtest Diag Center.



+ The Challenge

Benefits:

- Impartial assessment of telephony quality
- Performance indicators to guarantee quality control at all levels
- End-to-end supervision of the quality delivered

Customer need: to guarantee telephone call service quality in contact centres

Solution: Datametrie VoIP monitoring from ip-label.newtest

Scope: measurement and certification of VoIP quality for contact centers



KPN Newtel Essence

>>Sector: services for contact centres

Website: www.newtelessence.com