



Case Studies

Primary Case Study Focus: Collecting Key Performance Indicators using Event Focus

Client: Large US Multinational Outsourcing Solutions Provider

Client Profile

The client provides outsourced contact centers and administrative personnel to large Fortune 500 clients. Based in the USA with worldwide operations, the client assumes responsibility for a wide range of its customer's business processes including incoming and outgoing call center operations covering technical help, service desk and marketing activities.

Business Situation

In order to manage productivity and efficiency, the client needed to collect and measure the various businesses' key performance indicators (KPIs). These KPIs provide the inputs to a variety of systems:

- ✓ Analytic and business intelligence tools that examine and correlate business events and provide business scorecards and dashboards.
- ✓ Informational and motivational wallboards, employee messaging systems, email applications, video systems etc.
- ✓ Workforce management tools – including workforce scheduling and performance management applications.

In order to collect these KPIs, the client needed to interrogate the fundamental business transactions and processes that were implemented using a wide variety of software tools. In many cases, the client's customer did not wish to have their IT systems modified or disturbed in any way. In other instances, the back-end databases and knowledge bases used by the client's employees were off site or no information was available to allow a technical interrogation or evaluation..

In addition, the client's employees also work in teams that could frequently vary in size and composition depending on the customer's requirements. The KPIs for different teams could also change on a daily basis. For example, one week team members could be responding to a marketing campaign for one customer, the next they could be answering technical support queries for a different customer.

The problem: how to collect changing KPIs over many teams using different software systems?

The teams also employed a wide range of software applications to perform their business tasks including CRM applications, database search and retrieval, email etc. The software tools themselves were a combination of web based applications, thin client solutions, customer specific applications and industry standard productivity tools.

In summary, to collect the key performance indicators for each business unit, the client had to rely on interfacing to the multitude of tools used by their employees across various customer programs. The client needed a simple to install KPI collection engine that could be .operated generically across multiple applications and application types. It had to have the capability to be modified quickly and easily by non technical staff to collect different KPIs as the need arose.

Solution Description

The Event Focus solution from Iontas was installed on a dedicated server (Pentium IV 3.2GHz processor with 1GB RAM) and the KPI collection mechanism distributed to 24 teams with 300+ desktops within three hours. The Event Focus collection module resided on the desktops used by the client's employees and required no user interaction to operate; automatically collecting parameters associated with the businesses KPI's.



Figure 1: Some of the Software Applications Used by the Client – Plus Many Home Grown Applications

Using the web based user interface of the Event Focus collection module, the administrators could define the rules that would capture the data required to build the KPI's. The Event Focus technology operates across any and all applications. The administrator selected the application, the fields within the application that were of interest and Event Focus collected the relevant information specific to these fields. Figure 2 below shows the simple process used to define the KPI fields for collection.

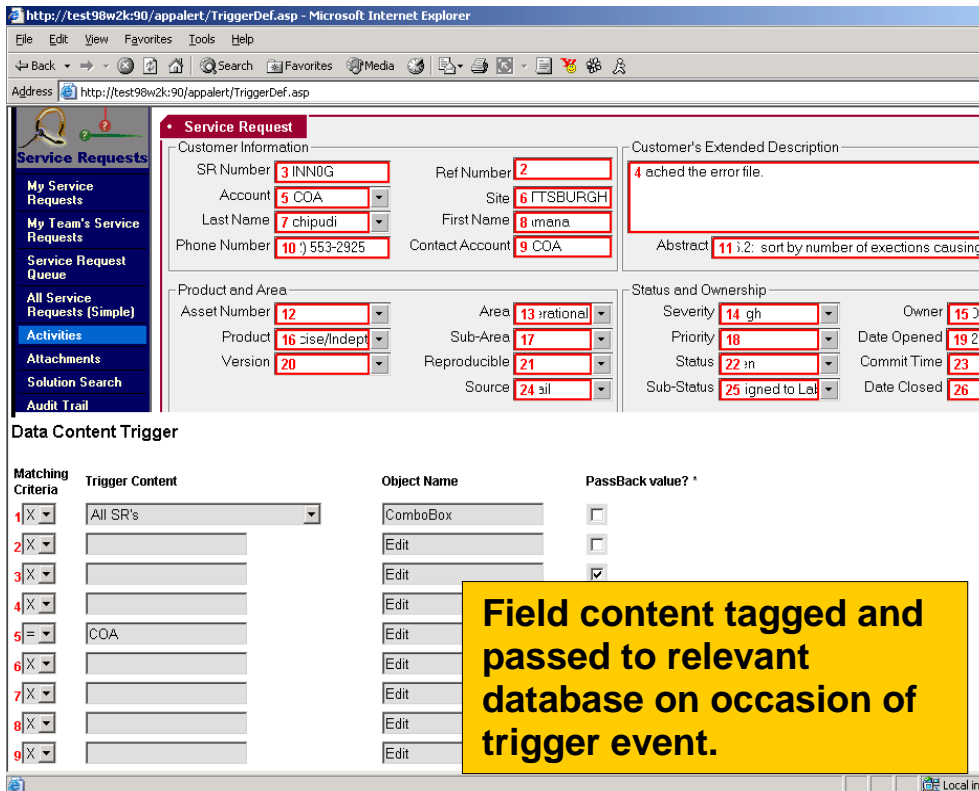
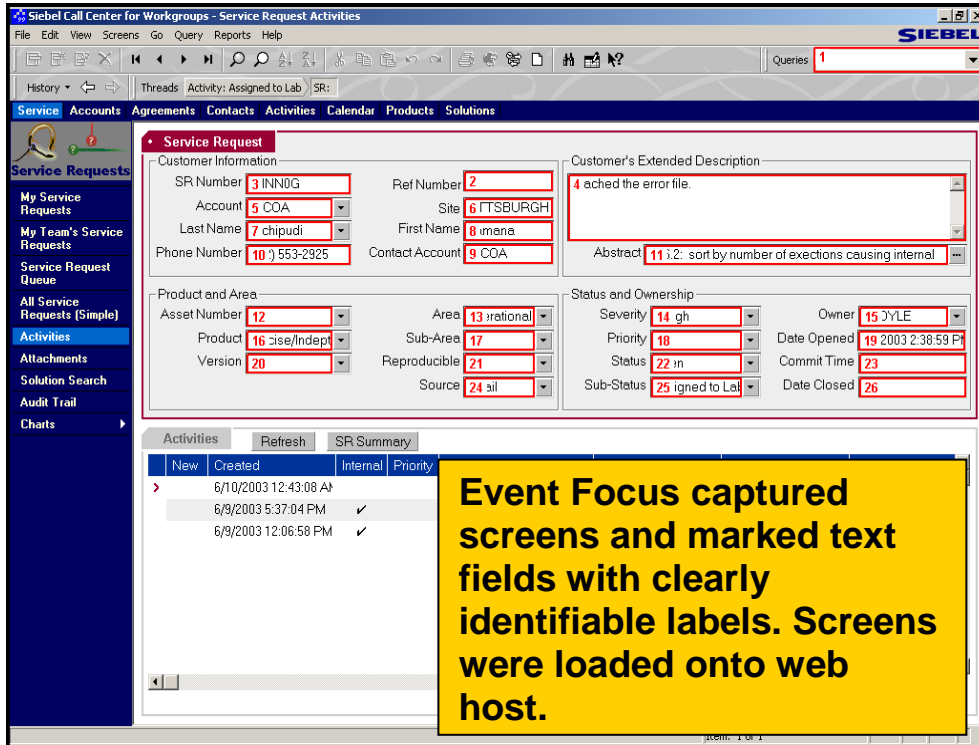


Figure 2: Simple KPI Collection Process

The Event Focus configuration allowed the KPI information to be formatted and stored in a standard SQL compliant database for easy retrieval by the analytics in use, including “progress wallboards” and employee management systems. Subsequently a number of sites were able to use the data capture technology to populate data across applications – for example, agents in a customer returns team used two separate tools: one to collect details regarding the return and the other to provide shipping details to the manufacturer. Using Event Focus, customer details input to the first application were automatically updated to the shipping tool.

Event Focus collected KPIs from over 30 different applications within one week of installation.

Key Benefits

The ability to collect Key Performance Indicators from a wide range of software tools: Event Focus operates with web, server or desktop based applications and supports thin client and terminal services providing one interface to gather all KPIs entered into software applications.

No requirement to interface to backend databases or data stores: changes in database configuration, software upgrades or modification do not require a new technical integration to access the required KPIs. Event Focus collects data at the source not at the point of storage so information is available in real time, all the time.

Simple and easy to add, delete or modify the KPIs collected: Event Focus’s configuration tool is simple and easy to use – KPIs for a specific software application can be assigned and collected in as little as 5 minutes. This allows managers to collect different information as the requirement arises without the need to involve technical expertise.

Other Benefits

- ✓ Web based user interface provides a simple to use application that allows the configuration of KPIs from remote sites.
- ✓ Ability to start applications and/or ‘pop boxes’ and the facility to populate data fields within applications aids efficiency, removes redundancy and stops costly data entry errors.
- ✓ Rapid implementation and benefit return time.

For More Information

US Headquarters,
2802 Flintrock Trace,
Suite B102,
Austin, TX 78738
+1-512-502-5576
www.iontas.com

European Headquarters,
Unit 3b Riverside Office Park,
Neil T Blaney Road,
Letterkenny, Donegal, Ireland.
+353-7491-94070
www.iontas.com