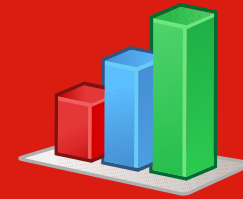


# QueueMetrics

call center solution

**Asterisk® in the Contact Centre**  
*Satisfaction report 2014 - by Loway Switzerland*



**Loway**



QueueMetrics

# Our Purpose

- ❑ Loway produces a widely used contact-center monitoring and reporting tool called **QueueMetrics™** that works with the **Asterisk® family of PBXs**.
- ❑ In **October 2013**, we ran a survey as a tool to analyze client satisfaction on existing QueueMetrics™ users:
  - ❑ Our initial goal was to prioritize resource allocation for 2014 in order to provide a better product and service.
- ❑ But things got to be more interesting than we expected when we started looking at the results.

# Methodology & Data Source

- ▣ A survey was sent to our customers running Asterisk® and QueueMetrics™, as an anonymous online form:
  - ▣ The survey was anonymous, so we did not collect any information on the respondents.
  - ▣ We did not offer any prize or giveaway.
  - ▣ We had over **150 respondents** in the period October-November 2013.
  
- ▣ Though the sample is self-selected and therefore biased, the call-centre size distribution of respondents roughly matches the one we see in our sales.

# Expectations on visitors

- ❑ We chose **not to offer incentives** to survey participants in order to avoid biasing the sample in our favour.
- ❑ We originally expected the survey to be **negatively biased**, under the assumption that people who have an *“itch to scratch”* would be more likely than the general population to answer an online satisfaction survey.

# Key Findings

- ❑ Our clients are **extremely happy about Asterisk®** in the call-centre.
- ❑ GUIs are becoming commonplace for call-centers.
- ❑ Our clients are **satisfied with QueueMetrics™** quality, price and performance.

# QueueMetrics

call center solution

*The Asterisk®*  
*PBX Experience*



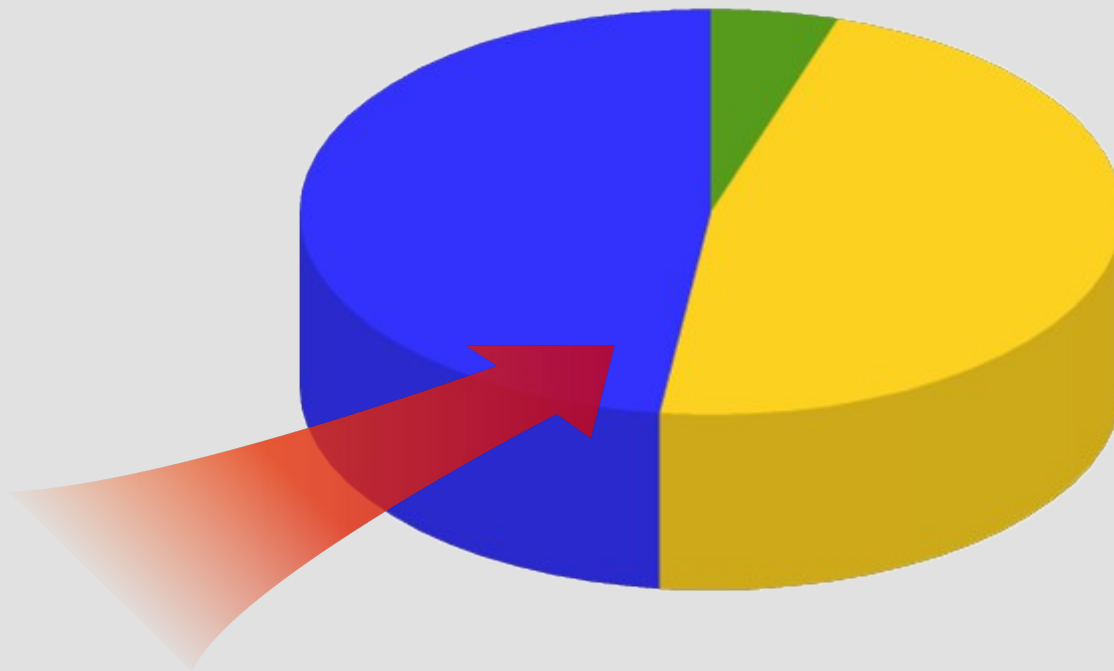
*The Customers' View*

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# Type of PBX Used

➤ *Which type of PBX are you using?*



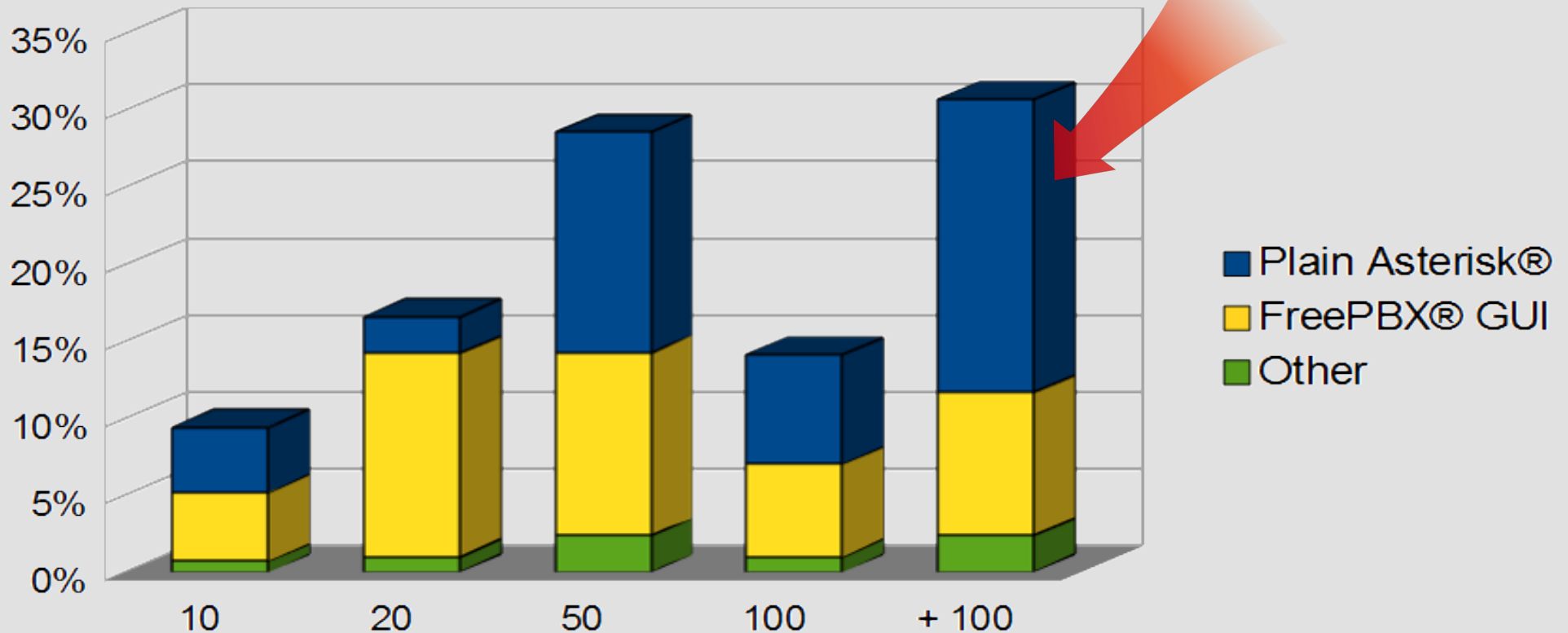
- Plain Asterisk®
- FreePBX®
- Other

# Type of PBX Used

- ▣ A slight relative majority of call-centres are still based on plain Asterisk® (systems with a manually-built dialplan – about 48%).
- ▣ About half of the systems (47%) use a FreePBX® GUI.
- ▣ Other GUIs are not widely deployed.

# Call-center Sizes

➤ *How many agents work in your call center?*

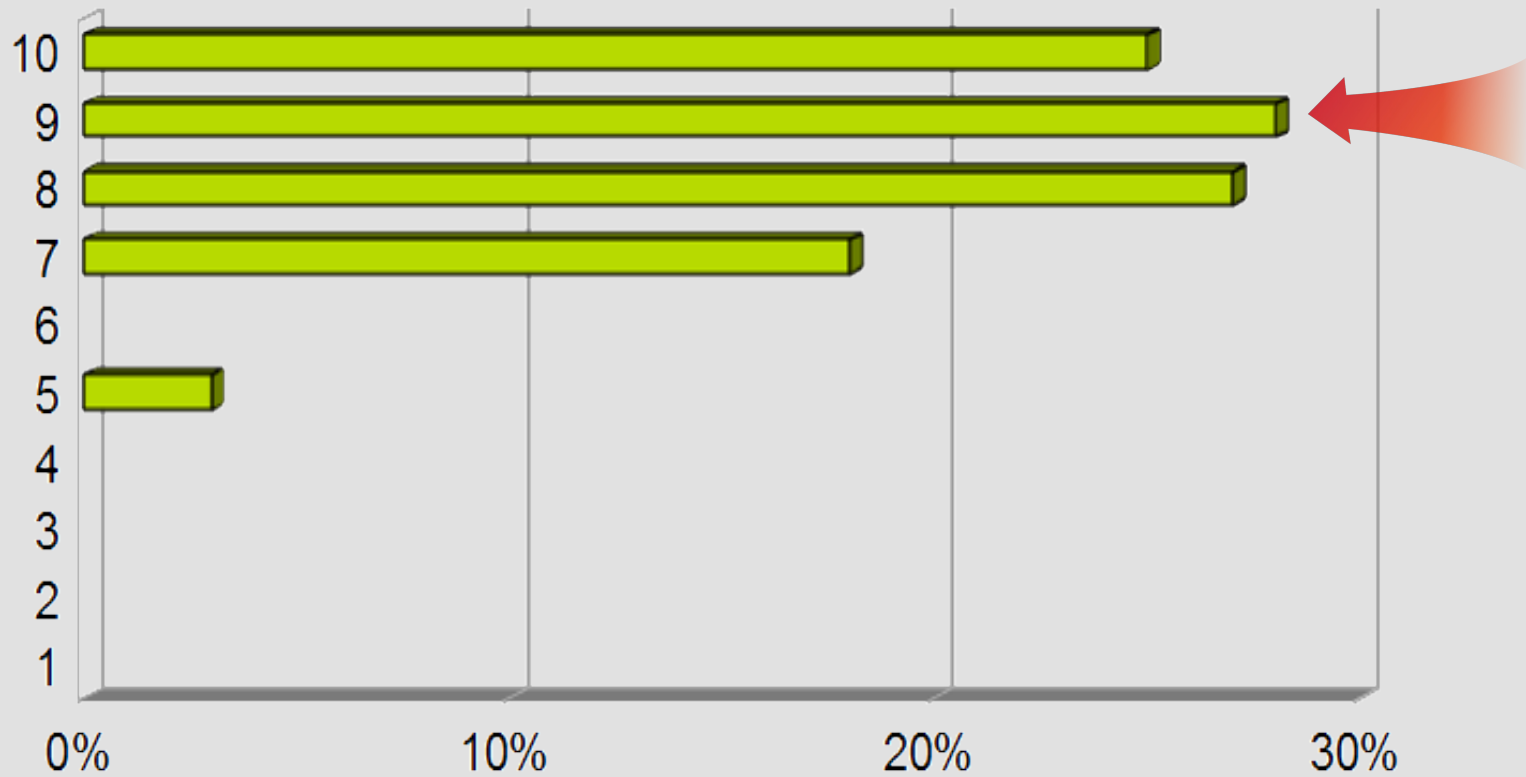


# Call-center Sizes

- About **30%** of respondents run a call-center with **more than 100 agents**.
- While plain Asterisk® seems to have an advantage on larger systems, general-purpose distros are catching up quickly.
- Distros using the FreePBX® GUI are dominant in call-centers with less than 50 seats.

# Satisfaction with PBX

➤ *How satisfied are you with your current PBX (1-10)?*

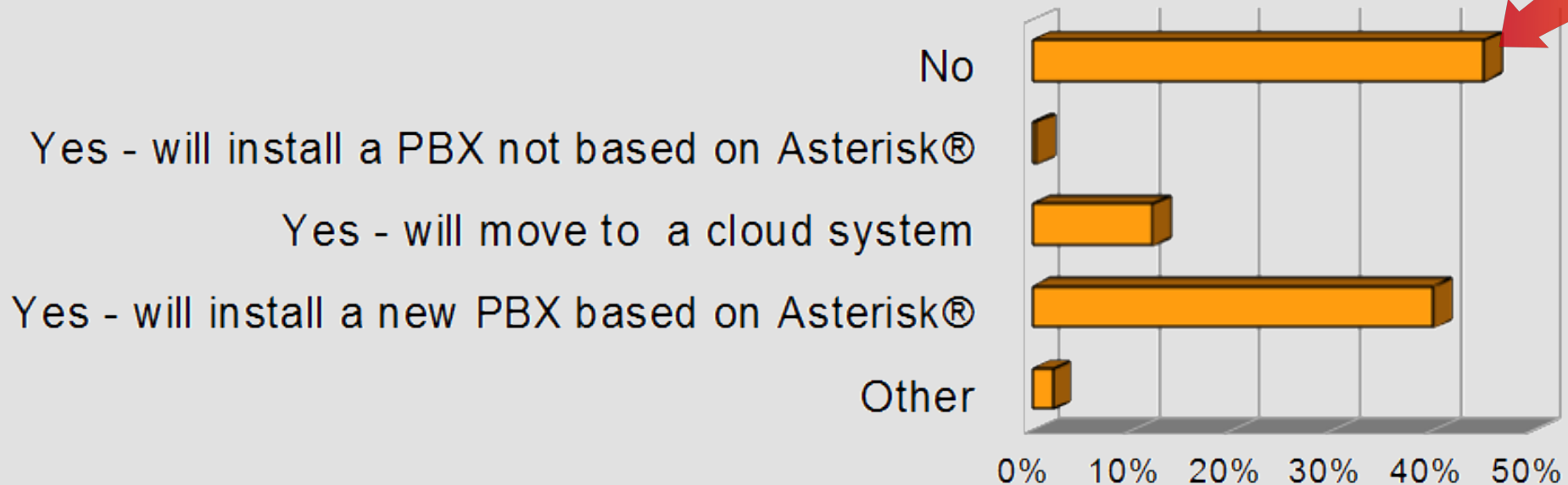


# Satisfaction with PBX

- ❑ The self-reported level of satisfaction appears to be very high.
- ❑ Over **80%** of respondents are **extremely satisfied** (with rating of 8 or more).
- ❑ Self-reported satisfaction is consistently high for distros and manual Asterisk® installs.

# System Upgrade

➤ *In the next 2 years, do you plan to upgrade your PBX?*



# System Upgrade

- ❑ Interestingly, **none** of our respondents is in planning to upgrade their system to a traditional PBX that is not Asterisk® based.
  
- ❑ Only about 10% are considering the cloud as an option:
  - ❑ Higher perceived technical risk for remote call-centers.
  - ❑ Possible security risks (as in recent news when the survey was run).

# QueueMetrics

call center solution

*The QueueMetrics™*  
*Call Center Experience*



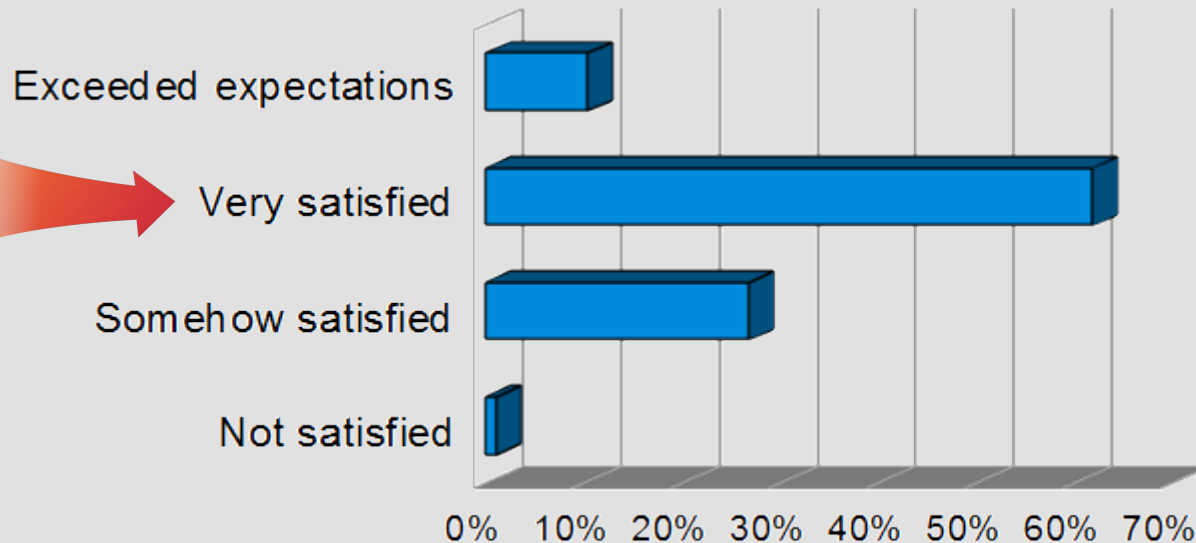
*The Customers' View*

**Loway**

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# Reporting

➤ *How satisfied are you with QueueMetrics™ reporting?*



Respondents Vs Undecided

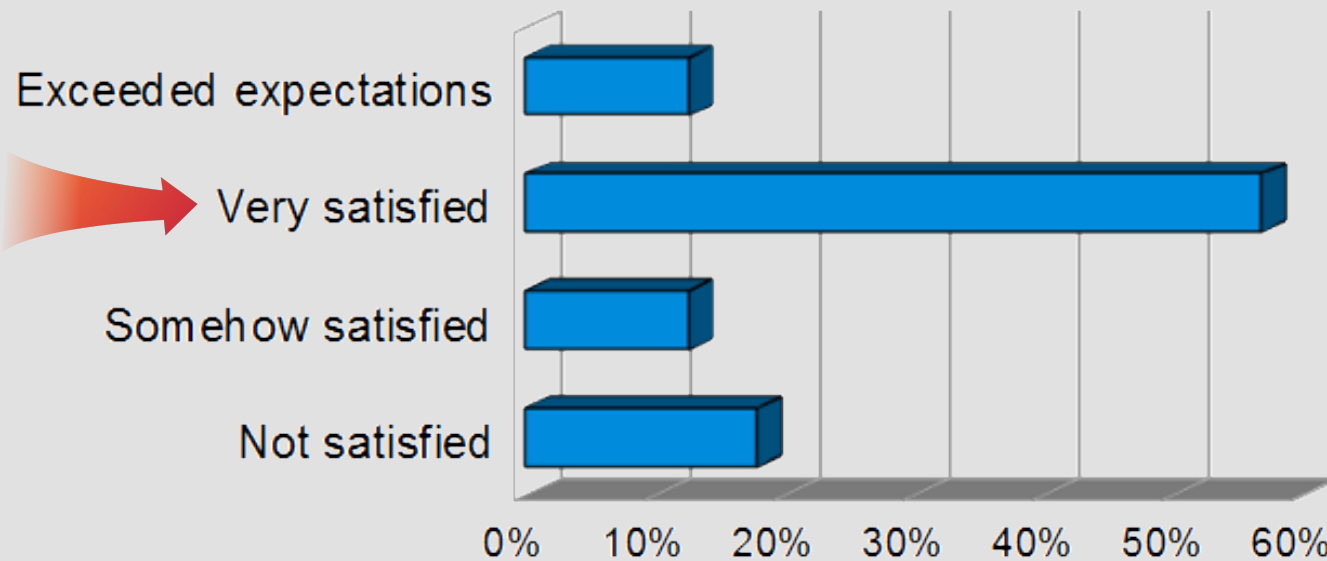


# Reporting

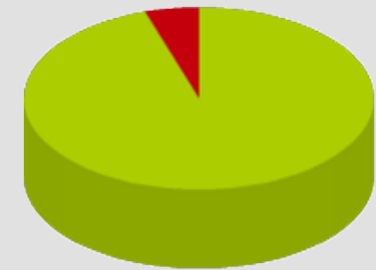
- ▣ Reporting is the **core feature** of QueueMetrics™.
- ▣ It is widely used, so high respondent rate.
- ▣ Very high satisfaction rate – **over 70%** very satisfied.

# Monitoring

➤ *How satisfied are you with QueueMetrics™ monitoring?*



Respondents Vs Undecided

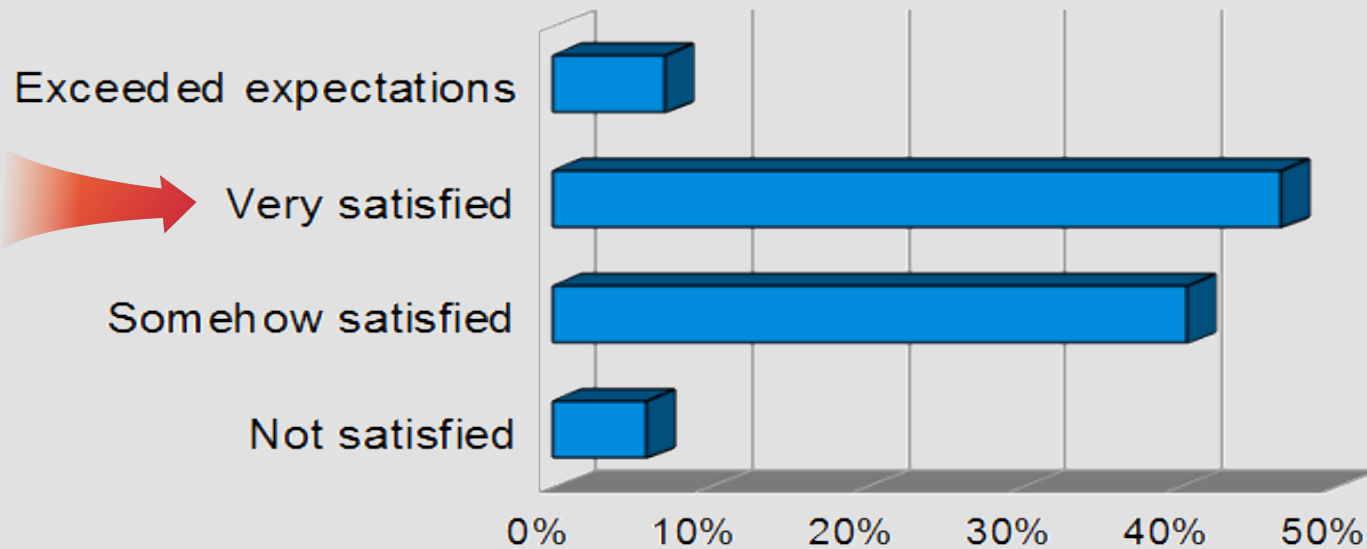


# Monitoring

- ▣ This feature is widely used.
- ▣ Vast majority of users are very satisfied.
- ▣ Given the significant number of users asking for improvements so there's a **planned redesign for 2014.**

# The Agent's Page

➤ *How satisfied are you with QueueMetrics™ Agent's page?*



Respondents Vs Undecided

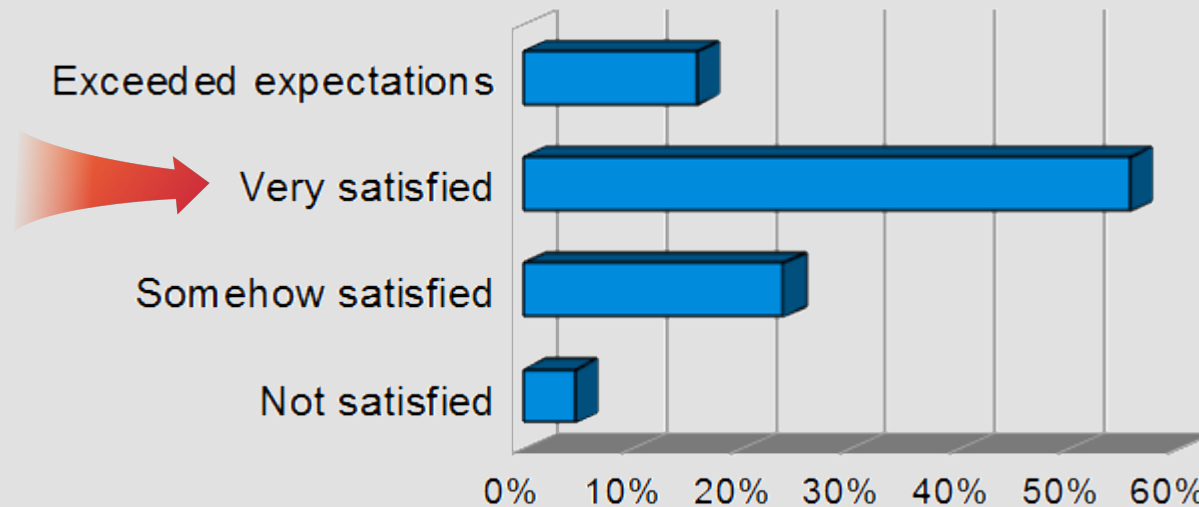


# The Agent's Page

- ❑ The **Agent's page** acts as an access portal for all agent activities - logging on and off, pausing and unpausing, launching screen-pops and placing outbound calls.
- ❑ Not everybody uses this feature.
- ❑ About **60%** of users are **very satisfied**.

# The QA Module

➤ *How satisfied are you with Quality Assurance module?*



Respondents Vs Undecided

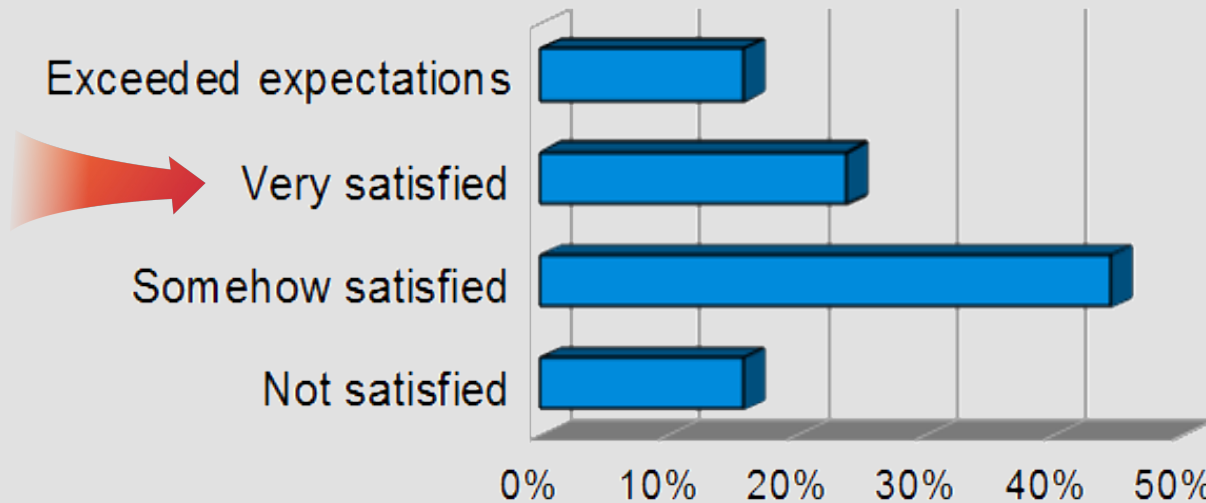


# The QA Module

- ❑ The **QA module** in QueueMetrics™ is built to let a specific QA supervisor to track the performance of agents on a given set of metrics.
- ❑ This feature is used **mainly in large scale installations.**
- ❑ **High level of satisfaction** registered for QA.

# The APIs

➤ *How satisfied are you with the APIs ?*



Respondents Vs Undecided

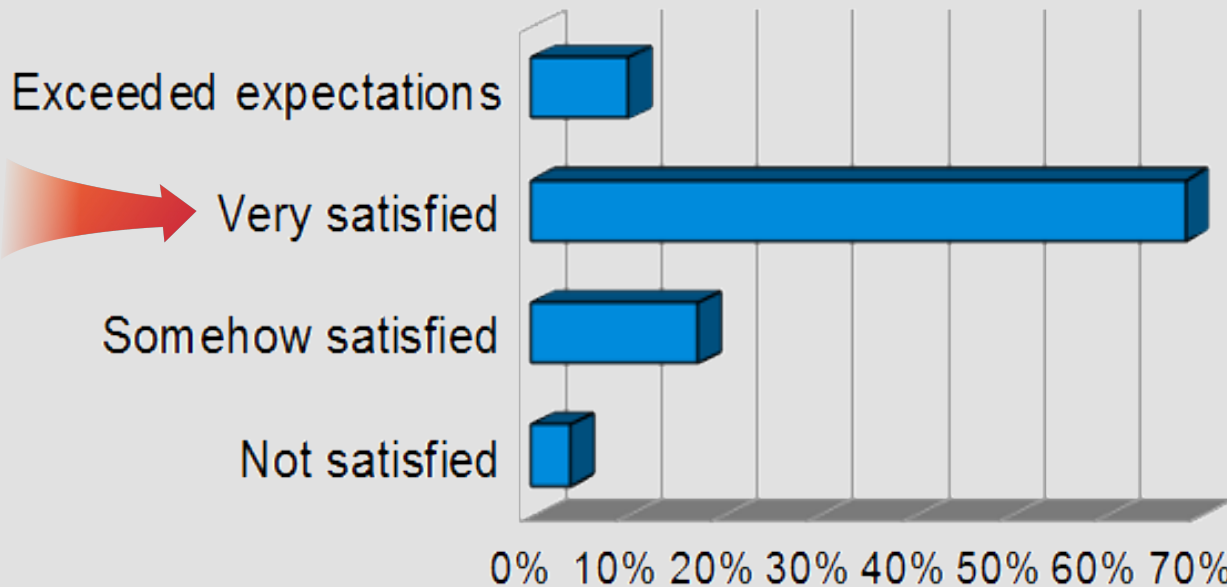


# The APIs

- ❑ QueueMetrics™ offers an API to access all its outputs as XML-RPC.
- ❑ Allows you to create external applications leveraging QueueMetrics™ as a data source.
- ❑ **JSON revamp has been scheduled for 2014.**
- ❑ We offer a free API tester to ease development.

# System Performance

➤ *How satisfied are you with QueueMetrics™ performance?*



Respondents Vs Undecided

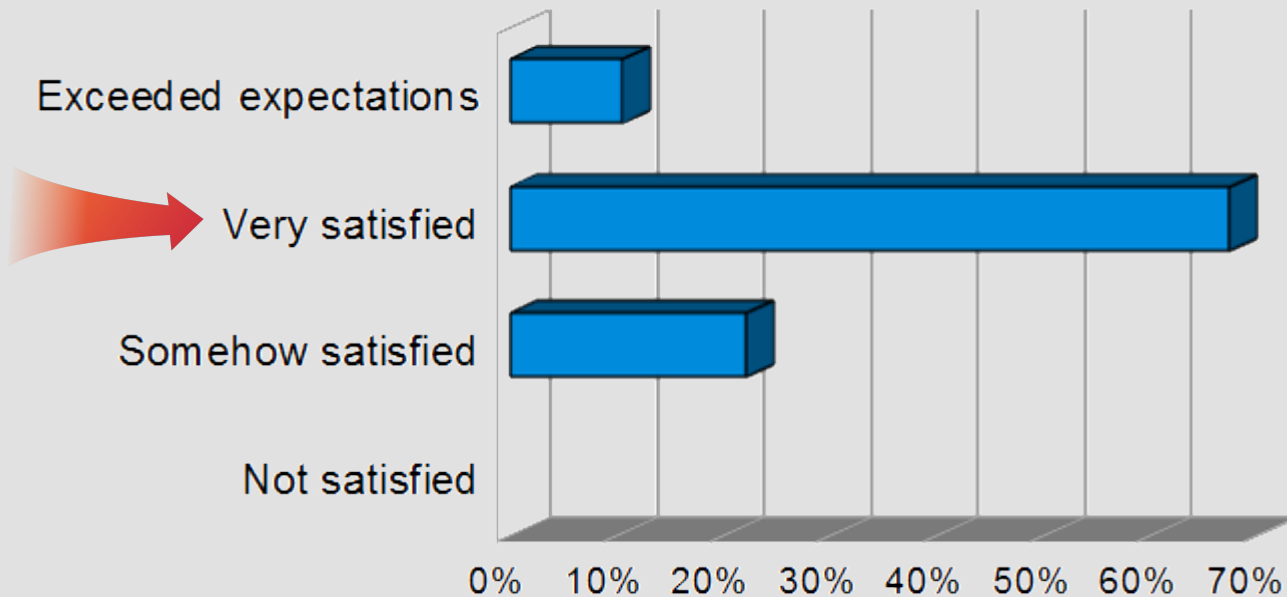


# System Performance

- ❑ QueueMetrics™ is based on a mature, enterprise-level technology stack.
- ❑ Performance analytics was a constant activity during the years.
- ❑ The system is able to **handle very high loads.**

# Installation Process

➤ *How satisfied are you with ease of installation?*



Respondents Vs Undecided

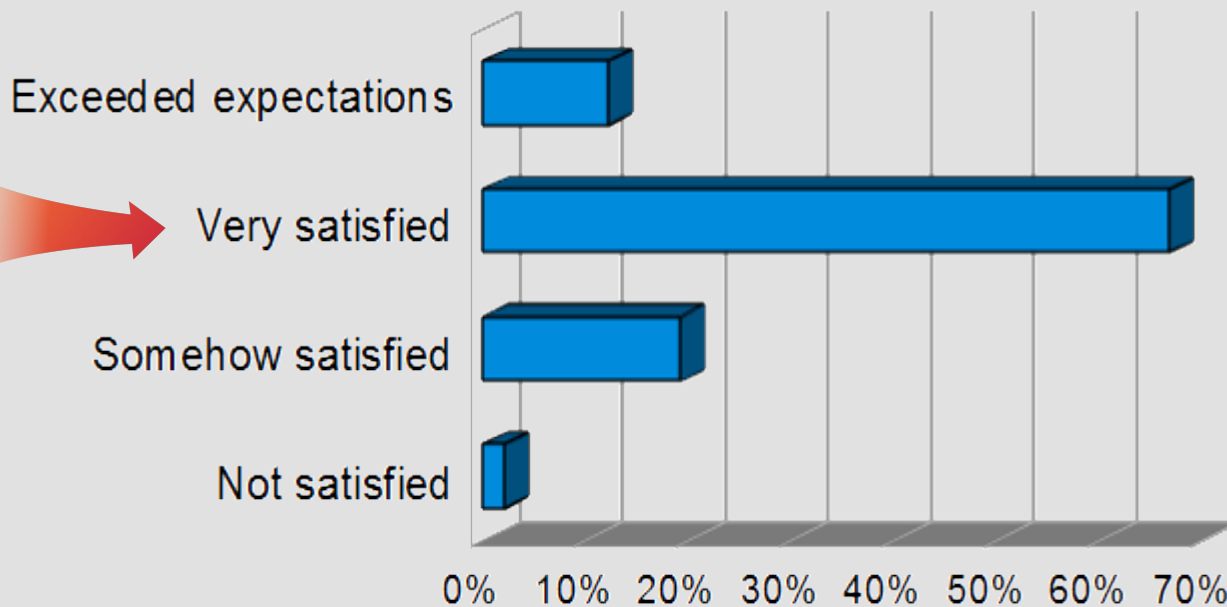


# Installation Process

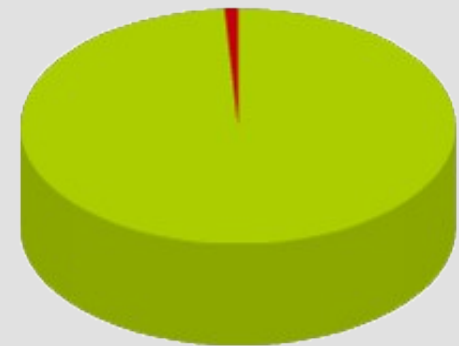
- ❑ QueueMetrics™ installation can be **automated** on most distros.
- ❑ All repondents appear to be satisfied – but that's an example of self-selection bias, as they are all existing customers.
- ❑ Still, a high **majority** appear to be **very satisfied**.

# Documentation

➤ *How satisfied are you with the documentation?*



Respondents Vs Undecided

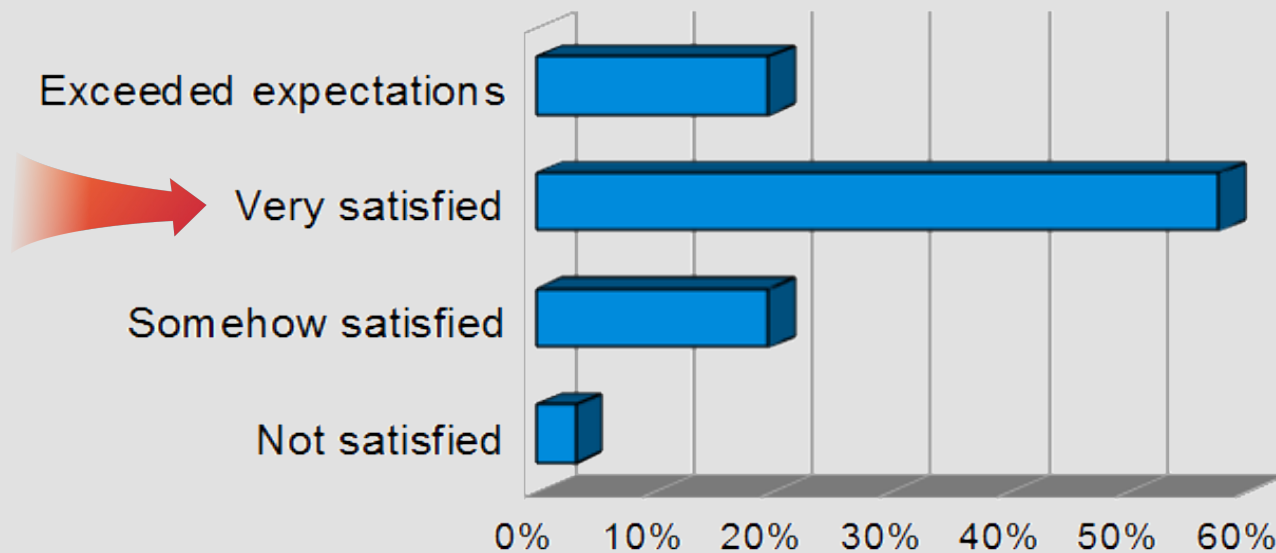


# Documentation

- ❑ QueueMetrics™ tries hard to offer very thorough and professional documentation.
- ❑ Have a number of manuals on line, with different user targets.
- ❑ **Very high satisfaction rate** registered.

# Support

➤ *How satisfied are you with QueueMetrics™ support?*



Respondents Vs Undecided

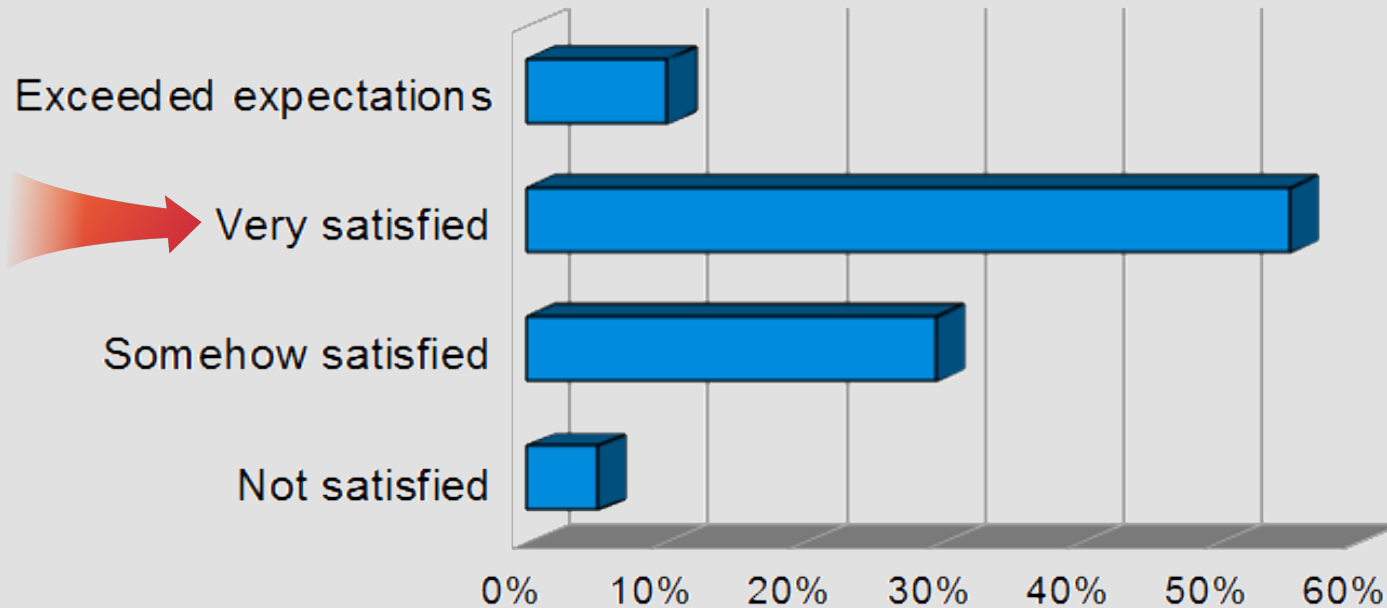


# Support

- ❑ Quality support is critical for a professional tool like QueueMetrics™.
- ❑ Over **95%** of clients appear to be **satisfied**.
- ❑ Pushed by the high level of satisfaction, we are implementing a relevant number of improvements on our internal processes.

# Pricing

➤ *How satisfied are you with QueueMetrics™ pricing?*



Respondents Vs Undecided

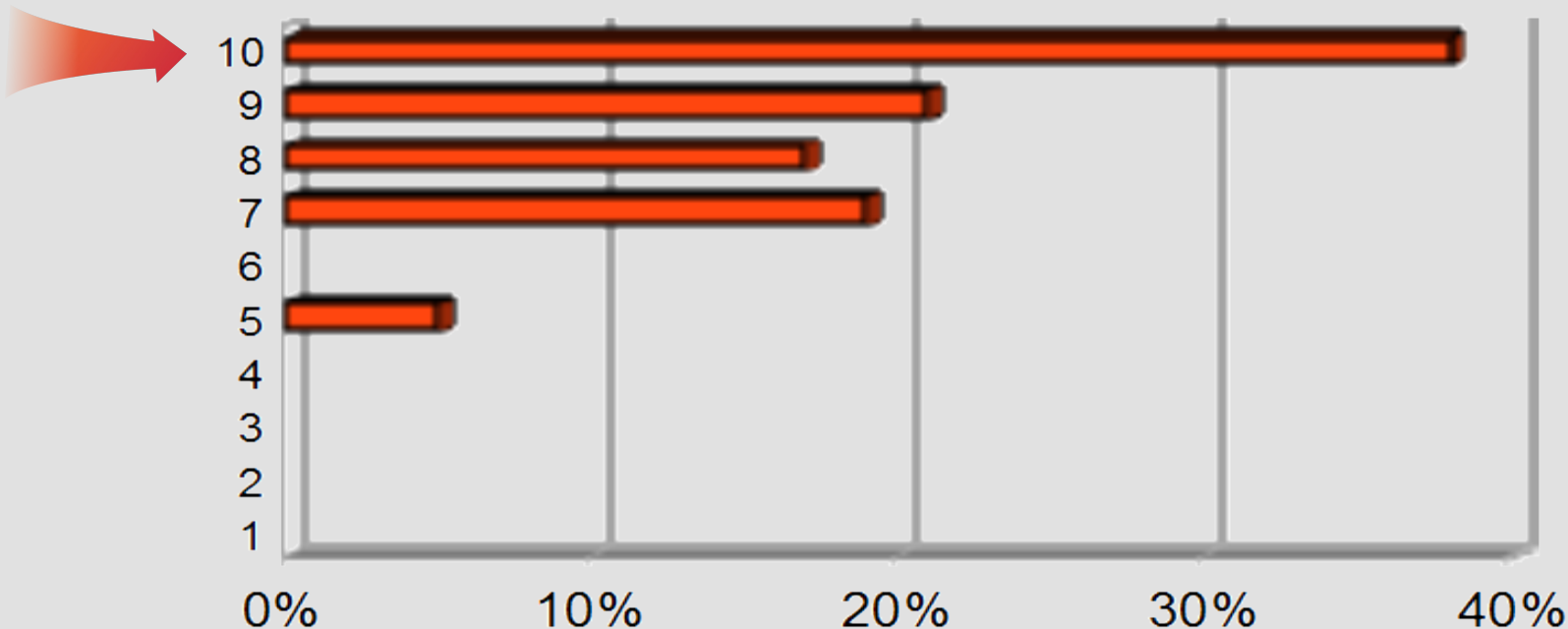


# Pricing

- ❑ QueueMetrics™ has a **clear pricing model** with no hidden fees, no upgrade fees and all prices published.
- ❑ The **cost** of QueueMetrics™ is **marginal** compared to the cost of running the call-centre.
- ❑ Self-selection at work again: all respondents are existing clients.

# Would you recommend QM?

➤ *How likely would you be to recommend QueueMetrics™?*

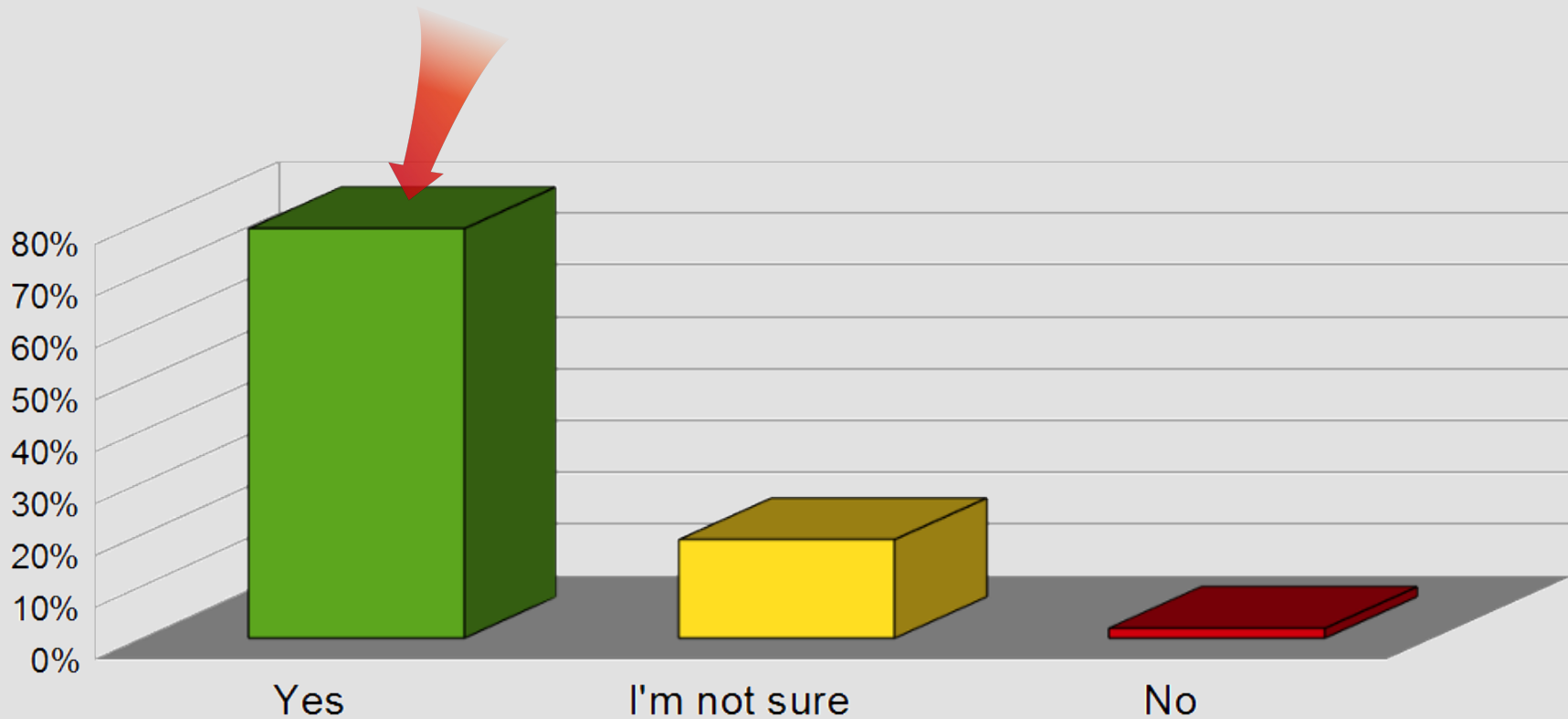


# Would you recommend QM?

- ▣ About **80%** of our existing clients **would recommend a QueueMetrics™** solution.
- ▣ Almost none would not recommend it.
- ▣ Consistent with previous results.

# Future intentions about QM

➤ *Do you plan to keep using QM when license expires?*



# Future intentions about QM

- ▣ About **80%** of our existing clients **would renew** the **QueueMetrics™** license after it expires.
- ▣ Only **20%** of the sample was undecided.
- ▣ The percentage of negative response appears to be physiologically low at **~2%** of sample.

# Lessons Learnt

- ❑ Asterisk® is a very valid platform to build contact centres with.
  - ❑ **Users are extremely happy.**
  - ❑ **Users are not planning to switch.**
- ❑ The average size of contact centres is significant.
- ❑ GUIs are a mature enough option even for large scale call-centres.

# Lessons Learnt

- ❑ We measured the importance of QueueMetrics™ for call-centres running it.
- ❑ Users are **extremely satisfied** – to the point of exceeding our own general expectations.
- ❑ We are currently committed to improve QueueMetrics™ in the areas of perceived weaknesses, mostly the API and the layout.

# Opportunities

- It is a good time to build your call centre with **Asterisk®**.
- The QueueMetrics™ solution is a complement to Asterisk® for a complete and full featured call center.
- Improving QueueMetrics™** in the API and the layout will further elevate its standards.

# Thank you for reading!

**Loway**  
Measure. Improve.

**QueueMetrics**  
call center solution

support@loway.ch +4191.6309765


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## Monitor everything in your Asterisk™ call center.

Measure targets, conversion rates and all agents activities. Create accurate real time and historical reports and statistics. Support virtual and multi-tenant production environments.

Used in thousands of call centers worldwide.

[Get Your Free QueueMetrics Trial Now](#)



- Operations Managers can:**
  - See accurate reports of all call center activities.
  - Run reports by single and by user-created queue groups.
  - Measure agents activities, business targets and conversion rates.
  - Fully configure security and privacy, queue-by-queue.
- Team Leaders can:**
  - Create real time call and agent reporting.
  - See agent status and realtime activities.
  - Remotely listen to live calls as they are handled.
  - Watch agent screens through a VNC client.
- Agents can:**
  - See the calls they're handling and integrate with external CRM.
  - Pass data gathered from IVR menus or CallerID.
  - Set call status codes for all inbound and outbound traffic.
  - Logon, logoff, go on pause and set pause reason codes.
- IT Managers can:**
  - Support single-server or Asterisk clusters.
  - Support database and flat-file storage.
  - Tune Asterisk interaction to minimize the load on the Asterisk server.
  - Avoid patching or changing an existing Asterisk installation.

 **QueueMetrics™**

<http://queuemetrics.com/>

*“Measurement is the first step that leads to control.  
If you can’t measure something, you can’t understand it.  
If you can’t understand it, you can’t control it.  
If you can’t control it, you can’t improve it.”*  
— H. James Harrington

# QueueMetrics

# About Loway Switzerland



- ▣ We are a **Swiss technology firm** that **specializes in advanced software solutions for call centers** based on the Asterisk® PBX technology.

We believe that measurement is the foundation of learning, and that learning is the force that provides continuous quality improvements. Our products are engineered to be the rock-solid platform for our clients' success.

▣ **Loway** <http://loway.ch/>

*“Measure. Improve.”*

# Follow us



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