Continuous Testing in Call Centers Business Case template

Introduction

To run an efficient and effective call center, it is vital that as an operations manager you're confident in the processes and infrastructure that the business relies on to provide high-quality, customer service, as well as reducing, often unidentified, costs from inefficient, manual or limited testing.

Over the next few pages, we will help you create a compelling business case to move your call center into a continuous testing model and follow DevOps best practices to help you achieve the best return on investment once implemented.

Executive Summary

The current manual testing process which is in place across [company name]'s call center is full of many critical repetitive and tedious tasks, but rarely require any decision-making.

The excessive scale of such rule-based functions in the call center means that automation will have a significant impact, improving the overall experience both for call center agents and customers.

It is proposed that [company name] moves to a continuous, automated testing model to improve the efficiency, as well as, the uptime of the technology stack through the early discovery of issues and reduction of man-power needed in the manual testing teams.

Therefore freeing time for deployment of bug fixes and resolution of complex cases.

Objectives

What are the goals of the project, why are you proposing the change/requesting the funding?

· To provide a cost-saving solution to current manual testing within the call center's technology stack through introducing an automated testing process

· Improve overall customer experience through a more robust testing process to allow technicians to be alerted to any faults or bugs in the system immediately

· Improve productivity by freeing up manual test teams to focus on documenting bugs and resolving complex cases
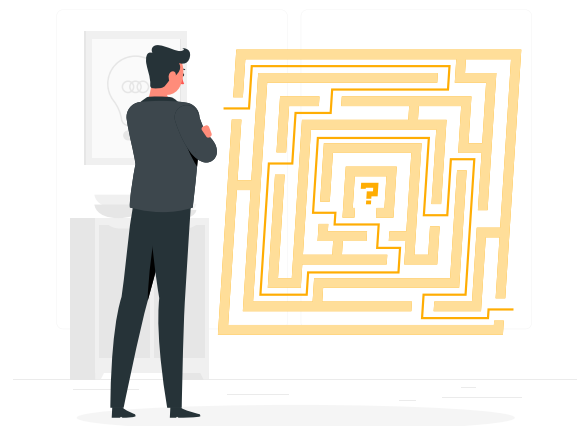
Business options

What options do you have as a business to reach the desired objectives?

Option A:

To invest in a continual testing platform which requires no subscription fee and only incurs costs for the tests completed.

Instant access and control over test spend will allow for flexibility that suits individual monitoring, testing and discovery needs and scales with the business as new testing methodologies are adopted to continually enhance their CX operations.

Option B:

To invest in a licensed based continual testing platform with a minimum commitment and testing spend, which allows for monitoring, testing and discovery of any issues which could result in dissatisfactory customer experience and reduce the number of bugs pushed into the live environment through better pre-deployment testing.

Benefits

What are the foreseen benefits of moving to a continuous testing process?

- · Reduce the number of incidents
- · Reduce the number of concurrent self-service calls and agent calls to be tested
- · Increase the number of successfully completed calls
- · Reduce the average cost per call and average cost per transfer
- · Reduce agent minutes lost due to poor voice quality
- · Improve the percentage of agent/customer churn attributed to poor experience with technology

- · Improve the dollar value of customer relationship
- · Reduce the average development project length (in days)
- · Reduce the average number of people per project
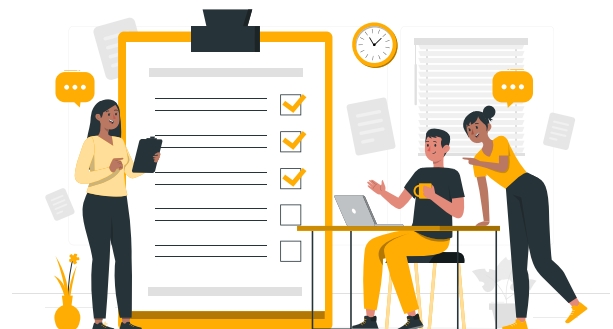
Timescales

What are the foreseen benefits of moving to a continuous testing process?

We would suggest that when planning the transition from manual to automated, continuous testing, that you look to project manage this using the agile methodology to create your call center's timescales.

Below are the following steps to help you get started in planning the move from manual to continuous testing:

- · Choose which tests to automate
- · Create a standard test structure for creating automation scripts
- · Include error handling in test scripts
- · Choose the right test automation tools
- · Set the QA test environment
- · Create a test schedule

Costs (Project and operational) incl. ROI analysis

Costs to consider will include:

- Automated testing software purchase and implementation
- Training of the newly structured DevOps team to work in this methodology
- Any scheduled downtime to the call center during implementation

Risks

Unplanned costs and outages, downtime, extended time to resolution etc.

- · Unplanned costs that could arise
- · Technology outages
- · Verification that any automated test scripts work within the software
- · Version control of code
- · Organisation confusion/resistance
- · Any downtime that could be needed
- · Choosing the right tools
- · Any security risks

Appraisal/Cost-benefit analysis

Automated testing should allow your business to extend the coverage and scope of testing, reduce costs, mitigate risk and put the focus of manual testing where it is really necessary.

Automated tests run, on average, five times faster than manual testing.

By automating tests within the development cycle you will be able to re-test with minimal effort during the next cycle.

Once you are able to see the number of tests you can move to automated testing, you will be able to calculate the hours saved and costs related to this as a clear ROI starting point.

From here you can also include cost savings that will come from freeing up the time of your technicians to fix bugs quicker as well as the peace of mind that continuous testing will capture and alert your team faster when an issue does arise in production.

Business Case Checklist

Once you have completed your business case, use the below checklist to review it before submitting to make sure you have covered everything:

Are the reasons consistent with your management strategies?	✓
Are the benefits clearly identified and justified?	○
Is it clear how the benefits will be realised?	○
Is it clearly defined what will be judged as a successful outcome?	○
Is the preferred business option clearly stated, along with the reasons why?	○
If the project requires external procurement, is the preferred sourcing option stated and why?	○
Is it clearly stated how any necessary funding will be obtained?	○
Does the business case include non-financial, as well as financial criteria?	○
Does the business case include project costs and risks?	○
Does the business case conform to organisational accounting standards?	○
Are major risks faced by the project explicitly stated together with proposed responses?	○

Contact the Sales Team today to discuss how Occam Networks can provide efficiencies to your business

About Occam

After nearly two decades of professional experience together providing voice and data solutions for global blue-chip organizations, we've created a company focused on providing innovative, automated testing software to support contact centers and enterprise UC systems.

Fueled by a commitment to continuous innovation, our team is passionate about ensuring our customers can deliver the type of customer experience that allows them to achieve their business objectives.

Tel: +44 (0)800 756 6955   **Email:** sales@occam.cx   **Web:** www.occam.cx