



Large Insurance Company DevOps Case Study

Razor provides foundation to a DevOps methodology to drive efficiencies

Razor provides the foundation for a large Insurance company's approach to adopting a DevOps methodology across the group to drive efficiencies and align their customer experience.



Industry

Insurance



Profile

- Large healthcare Provider
- Presence in 28 states
- 40,000 Employees
- Over 12m customers



Solution

Occams' Razor IVR discovery, Functional and Monitoring features



Challenge

- Deliver continual CX improvements
- Develop DevOps Methodology
- Align CX across group



Benefits

- Provides DevOps foundation
- Reduction in deployment time
- Increased Renewals
- Improved Collaboration
- Reduction in HR costs
- Increased Staff Morale

17%

Changes deployed within 17% of original time taken

12%

Improvement in CSAT Scores

43%

Increase in customer renewals

4X

cost reduction in issue identification and resolution

The Client



A Fortune 500 Corporation



One of the largest Health Insurance providers in the US



Local presence in over 20 states with 40,000 staff

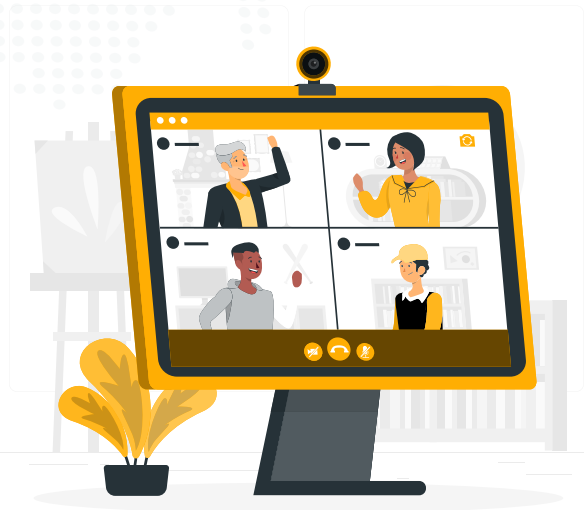


More than 25 companies within the corporation

The Challenge

Through several recent acquisitions, the client managed a large number of contact centre technologies throughout the group, with each company delivering a varied level of customer experience and focusing on a wide range of CX initiatives.

After seeing DevOps operating successfully in one of the recently acquired organisations, the board wanted all companies within the group to start adopting the same methodology.





The group took the appropriate but daunting task of re-organising teams and departments to work in a much more collaborative way by removing silos and aligning teams with specific projects.

While implementing these changes, they also started to look at the re-occurring trends and challenges each company within the group typically faced when trying to deliver improvements to their CX operations.

In some instances, where companies within the group were reliant on legacy systems and using out-dated contact centre platforms, testing could equate to as much as 50% of the total development time (in an extreme instance, this time was estimated to be as much as 70% of the entire development time).

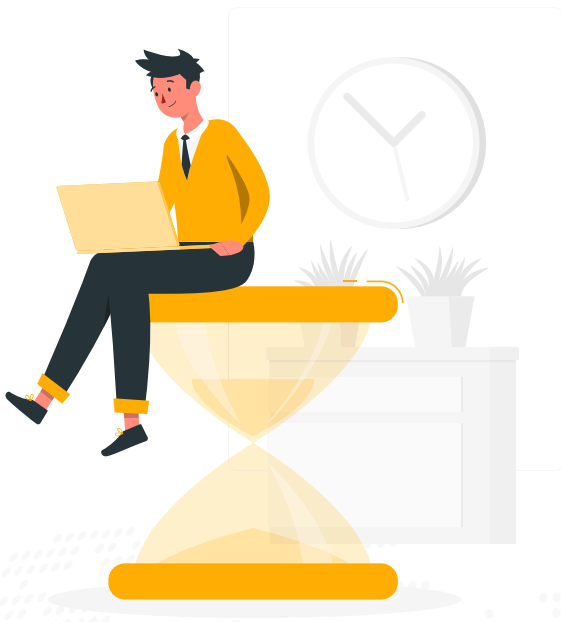
While they understood that adopting DevOps was a gradual approach, they wanted all teams and companies moving forward together, sharing best practice, standardising how they approached DevOps and reducing variability in the technology used to deliver DevOps.

At the same time, they needed to maintain operational independence and compliance.

They quickly identified a common overarching problem that had to be addressed before they could expect the new teams to deliver a successful DevOps approach.

The group noticed, regardless of the current operational standards, a significant amount of time was consistently spent during the testing phase of the overall development process.





The client not only needed a tool that helped reduce the time spent testing improvements, but also one that addressed the unique requirements of each company within the group.

The solution needed to be deployed either in the cloud or on-premise, work on any contact centre platform and be available to all users regardless of their role and technical expertise.

At the same time, each company needed to maintain a separate cost centre, so the chosen technology had to align with varying budgets and test volumes.

The Solution

Occam has a strong reputation for building solutions that create freedom and flexibility for its customers rather than placing limitations on usage and access.

Confident that the Razor provided the required features and tools, Occam first created a pricing mechanism that allowed all companies to benefit from

Occam presented a parent/child model for the group that offered the security and compliance each team required to effectively operate while allowing the board a high-level view of the groups' entire contact centre operations.

Razor offers unlimited user-access as standard, so all teams within every division can use Razor testing capabilities to address their needs rather than having to rely on specific users to validate or carry out work.

a group-wide purchasing initiative as well as direct control of their testing conditions and charges.

Adopting the unique pay-as-you-go model available from Occam, every organisation within the group had complete transparency on the pricing model and therefore able to forecast the costs associated with their specific testing requirements accurately.



This unlimited access approach is imperative for successfully incorporating a testing tool into a DevOps methodology and aligned perfectly with the corporations newly formed teams.

Unlimited access ensures that the entire team, regardless of roles, could access and operate the platform as per the requirement of the project.

The PAYG model also allowed individual teams to start working towards a DevOps approach at their own pace and terms and adapt to a DevOps approach on a project by project basis.

At the same time, sharing results and learning from other groups within the corporation, which drastically increased the DevOps adoption rate across the board.

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“Occams’ versatile pricing model allowed each company within our group to operate within their own budgets and address their specific requirements.”



Benchmark

A key challenge with DevOps is knowing where to start.

Using the Razor IVR Discovery tool each team was able to map out their current IVR with the view of identifying small, but quick wins that would allow them to start adopting a DevOps approach to deliver improvements.

Not only did the tool uncover unknown issues for several teams.

It provided each team with up-to-date and accurate documentation of their current IVR and confidence to those that were unsure of their IVR documentation previously to start implementing changes.



Discovery

The teams quickly realised that using the Razor Discovery tool as a way to accurately and rapidly ingest IVR changes into a single platform allowed them to share the proposed developments and improvements with everybody in the team.

When a subtle change is made to the IVR script, these updates are quickly reflected within the IVR discovery and the appropriate test scripts automatically updated/created.



Automatic Script Generation

Razor supports the collaborative approach and re-aligns the group made to teams by removing the reliance on any one individual or team to build and develop the required test scripts.

With automatic test script creation being configured directly from the information captured during the discovery phase, the speed within which changes are validated increased significantly.

The time saved during this process was re-assigned by different groups in different ways.

In teams where a high volume of small changes was consistently delivered, they were able to deploy more frequently.

Where fewer changes were made, this time was used to deliver enhanced proactive monitoring solutions using the same test scripts used to validate the change and gather insights into the effectiveness of the changes deployed.

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The ability for my team to be able to test functionality and monitor live production with a single script has been invaluable





Continual Testing

With unlimited access to Razor and adopting DevOps best practice, teams test throughout the development process rather than taking the traditional and limited approach of testing changes at the very end of the development cycle.

This approach has allowed Razor users to identify and address issues much sooner and resolve them far more cost-effectively.

Continual Monitoring

A standout benefit the group has seen over other testing platforms is the fluency of adapting test scripts that have been used for functionality/regression testing during the development stage to a monitoring script once the change is delivered into the production environment.

Again with unlimited access to the Razor platform, each team can create monitoring schedules that are appropriate to their specific business requirements.

Some initiate deep-dive testing every hour to ensure backend systems are operating as expected where others test their system every five minutes to ensure that the contact centre is accessible.

When Razor does identify issues, monitoring teams can determine how and where alerts should be sent.

The ability to provide team-wide visibility to a problem quickly and effectively has created a collaborated culture in line with the DevOps model expectations.





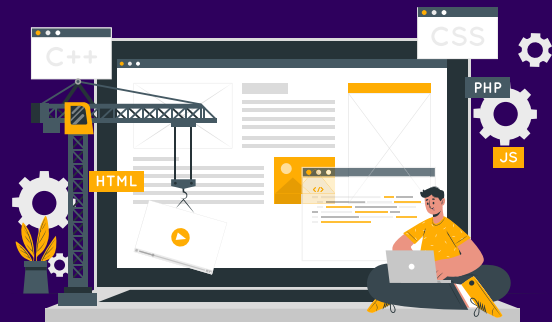
Co-Operation

Using Razor as the foundation of their DevOps operations, Occam ensured newly focussed teams could work in co-operation with each other and start adapting the DevOps methodology.

It also allowed each team to share results, progress and insights with the broader business.

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Razor and the approach by Occam has aligned perfectly with the recent team restructure focussed around DevOps



The advanced reporting engine within Razor allowed the teams to create bespoke reports for specific stakeholders within the group that allowed them to identify and align the ROI that DevOps provided to their particular roles.

By sharing this information, individual teams were able to garner more support for the approach and able to highlight their successes.

These results also helped identify best-practice, which was collectively shared, celebrated, and implemented across the group where appropriate.

The Story So Far...

While the group as a whole is still adopting a DevOps approach for delivering changes to the customer experience operations, significant results have already been identified throughout the group.

Group-wide the corporation has seen the time taken to deliver changes to their IVR drop to just 17% of the original time taken.

The cost of fixing problems sooner within the development phase is, on average, 4x cheaper than identifying and fixing bugs just before release.

On average, CSAT scores have increased by 14%, and they have seen customer renewals increase by 43% compared to the same time last year due to improvements provided by self-help initiatives.

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One of the most interesting aspects for me regarding our approach to DevOps has been the unanticipated benefits we've noticed across the group.



While the group are unable to provide a specific metric, the general feel is that staff morale is higher since the migration to a DevOps methodology.

This improvement has been attributed to the more collaborative approach DevOps provides. Team members feel part of the overall group strategy and have a greater understanding and visibility of the impact their work creates.

Within the contact centres, they've seen a drop in agent attrition from 25% down to 15%, generating a significant saving in recruitment and training costs.

This increase has been attributed to the improvements created within self-serve/IVR operations that have reduced the number of repetitive tasks agents perform on behalf of customers and the fact that customers aren't arriving at the agent confused and frustrated.

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.

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