KHOMP

Intelligence platform for planning and decision support

INSIGHT!

KHOMP

Main features

- Displays data about the performance of the connected phone system for better decision making
- call costs
- Real-time and historical information
- Export of telephony records tickets
- Sending notifications based on configurable triggers

Applications

- Call centers
- Telephone operators
- Corporations with high call flow

Overview

In scenarios where the maintenance of fully functioning communications is essential for the success of the business, a company must have tools to measure and support decision making related to telephony systems. Having information on the effectiveness of calls made, the identification of points where there is low performance, and the times when there is a high index of success with calls can assist in the success of an operation.

Insight! is an intelligence platform for planning that offers total support for decision making. By linking all of the data related to the telephony system, the platform makes it possible for all planning and decisions to be based on information and indicators created with the objective of ensuring the best use of the telephony system. It is a complete, rugged platform that is ready to handle high call traffic, and offers a completely enlarged view of the operation. The user is not only able to measure performance of a single campaign, or a gateway, or one carrier, but instead is able to measure the complete ecosystem. It is possible to analyze and obtain indicators such as the network effectiveness ratio (NER), answer/seizure ratio (ASR), average call duration (ACD) and call attempts per second (CAPS). This is information that allows the administrator to make the decisions required to meet goals, adding value to the business.

All of the information is available in real time or as a history, giving a comparative view of an operation at different times.

Insight! is an SaaS (Software as a Service) platform and no server is needed for installation. Access can be attained through any device that has a browser and Internet access. The platform has security resources for privacy and data protection.

Business Intelligence for your telephony

Insight! is able to analyze BI information (Business Intelligence), but with a focus on telephony operation.

Through the filters embedded in Insight!, you may isolate and visualize the performance of an operation at specific points, focusing on the information you need. You can monitor the performance of calls in accordance with geographic areas, gateways, campaigns, services, telephony networks, or even according to any combination of these elements, making it possible to cross check detailed information to give precise and immediate diagnostics.

The filters also allow you to make more current analyses. You can isolate calls with particular defined attributes, such as: calls made or received that were disconnected externally (by the carrier or the client), internally (service or attendant), or by the gateway; or calls according to specific traffic profiles (long distance or local), among other options. Filters that are frequently employed can be saved for quick application.

Same information, different perspectives

Results from filters applied with Insight! can be displayed according to different perspectives, allowing the user to analyze the same situation from different points of view. For example, when filtering only calls that did not reach the final client, it is possible to analyze which telephony carriers had the highest indices of calls not completed in accordance with the network used.

With this same filter, it is possible to identify the same index by region. The perspective shown for trends supplies a timeline so that the user can monitor performance indicators at different times.

These perspectives help the user identify possible points for improvement, or additionally, weak points or points that are indicating poor performance, allowing for optimization of the operation.

Insight allows the user to analyze the same situation according to the following perspectives:
- Geographical analysis.
- Trend assessment.
- Performance comparison (Benchmarking).
- Tickets.
- Network performance (Carriers).
- Geo-localization of calls.
- Traffic profile.

Performance indicators

The platform has different magnitudes for statistical analyses. The results of these indicators are dynamic, being displayed according to the filter applied.

NER – Network Effectiveness Ratio: measures the effectiveness of the telephony network. It is the percentage of calls that are completed to their final destination, or rather, the calls that are dialed by a service that pass through the entire telephone system until they reach the device of the intended client. The NER measures only those calls where the final client, for any reason, rejects the call (line busy, answered by an electronic message service, or not answered) as well as those calls that are answered.

Failure rate: similar to the NER, however, it measures the percentage of calls that do not reach their final destination. Calls that were rejected in the internal network, gateway, or by the telecommunications carrier are included in this indicator.

ASR – Answer Seizure Ratio: indicates the percentage of calls that were answered. All of the calls made that reached the device of the final client and were answered are included in this indicator.

ACD – Average Call Duration: average duration (in seconds) of calls that are answered.

CAPS – Call Attempts Per Second: gives the number of calls that are attempted, per second, that are dialed by the system. The result of this calculation is the total number of calls that are attempted in a certain period, divided by that period of time, represented in seconds.

This indicator is useful to find out if the CAPS of the corporation's telephony system is in accordance with the CAPS offered and supported by the telecommunications carrier. If the corporation's CAPS is above the value supported by the carrier, for example, some calls may be rejected by the carrier. When the number is below the value supported by the carrier, the corporation can increase the number of calls made, until it approaches the number supported by the carrier Utilization: indicates the number of calls that resulted in conversation time greater than 30 seconds.

Utilization Rate (Rate of utilization of available capacity – total): percentage of utilization of total capacity of the system. For example: in a scenario with 10 circuits (channels), the maximum capacity for utilization in 10 seconds is 100 seconds (10 circuits x 10 seconds). If during this time (100 seconds), 5 circuits were utilized for 5 seconds each, the total time that all of the circuits are used during this time is 25 seconds, giving a rate of utilization of 25%. This indicator lets users know if the telephony infrastructure meets the demand, for example.

Conversation rate (Rate of utilization of available capacity – conversation only): percentage of utilization of total capacity of the system. This is calculated in the same manner as the utilization rate, taking into consideration, however, only conversation time, or rather, only the time elapsed after the call is answered.

Call classification: displays the result of the classification of calls, giving the number of calls that were disconnected because they were answered by an electronic message service, a message from a carrier, or other classification.

Sending of notifications

With Insight! it is possible to create triggers for sending notifications when an indicator is outside of the established parameters. It is possible to configure a system of triggers so that when the forwarding rate of a carrier (NER) is below 20%, for example, or when the average call duration (ACD) of a campaign is less than 5 seconds, notifications will be sent. This mechanism helps the administrator always stay ahead of unforeseen situations and take necessary measures before they have a negative impact on the company's results.

In the notifications section of Insight!, the user can filter by situation, to monitor the evolution and details related to each notification. The system displays the time and date when the notification was created, when it was seen by the user responsible for resolving the case, and when it was resolved. In addition, users can include notes in each stage to register data related to the event, thus maintaining an organized history of each notification.

Ease and speed in diagnostic

Each attempt at making a telephone connection produces a detailed call record (CDR – Call Detail Record). Nevertheless, many times these records are not displayed in a user-friendly format by telephony devices, making interpretation of information and an understanding of the causes of an event difficult. The CDR is an important ally in the analysis and diagnosis of telephony problems, because it contains a variety of information on each call made in the telephony system.

The tickets section in Insight! brings the CDR records together, displaying them in a user-friendly format with an indicator of the direction of the call, or in other words, if it was outgoing or incoming, and, in addition, if the disconnection was made by an internal or external network. The call records can even be filtered by the number that originated the call, or the destination number, total time of the call, offering practicality and speed in the collection of evidence and the analysis and diagnosis of events.

Technical specifications

System
- Made available in an individual cloud environment
- Responsive Web Interface – automatic adjustment for viewing on different devices (computers, smartphones, tablets, etc.)
- Ready to operate in the international market
- Exporting of CDR tickets to CSV

Security
- Access through HTTPS protocol
- Web Interface access control by user group
- Different access privileges by user group
- Possibility of VPN data traffic

Integration
- Sending of gateway data via RADIUS protocol
- Ability to monitor gateways from the Kmedia and KMG lines
- Possibility for integration with other systems
- Monitoring of gateways and their components via SNMP*****

* *Requires monitoring system installed on site in the client's local network.*

Warranties and certifications
- Garantia durante a contratação do serviço
- Indústria certificada ISO 9001

Example of system screen

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