

CASE STUDY

ResultsCX Decreases Network Performance Triage Time by 90%

Optimizing Work from Home Experience with AppNeta and Melillo Consulting

ResultsCX

CLIENT PROFILE

Organization: ResultsCX

Industry: Information Technology/
Consulting

Headquarters: Fort Lauderdale, FL

Employees: 21,000

CHALLENGE

- Adapting to sudden shift to work-from-home models—while ensuring optimized performance and availability for end users.

SOLUTION

- AppNeta by Broadcom Software enables end-to-end monitoring of the digital user experience, across internal and third-party networks.

BENEFITS

- Realized 90% faster triage of issues affecting remote users.
- Improved quality of service through enhanced tracking of user-experience metrics.
- Accelerated detection of issues arising in third-party ISP networks.

Business

For more than three decades, ResultsCX has been designing, building, and delivering optimized customer experiences. The company's services and digital offerings enable Fortune 500 companies to achieve the levels of customer satisfaction and loyalty that they need to thrive and grow—while improving efficiency and reducing costs.

ResultsCX offerings include actionable analytics, contact center as a service (CCaaS), process automation, and SupportPredict—the company's software-as-a-service (SaaS) platform for digital engagement. ResultsCX applies data-driven insights to continuously reinvent the customer journey. The company uses digital behavior and analytics tools to trace every step of a customer's support experience, gaining actionable data for creating a faster, smarter experience.

Given its proven track record of meeting consumers' evolving expectations, the company has grown to have approximately 21,000 team members in more than 30 locations. Every year, ResultsCX handles 80 million calls, 39 million self-service engagements, and five million automated chats. While operating at this scale, the team at ResultsCX commits to delivering a "boutique" level of service to each partner, and to each one of their customers.

Challenges

ResultsCX delivers time- and business-critical customer care services to a range of organizations, including retailers and healthcare providers. To provide its leading offerings and services, ResultsCX counts constantly on digital connectivity. Like most companies today, ResultsCX is reliant upon an increasingly complex technological ecosystem to deliver its business-critical services.

Fundamentally, the company's business model hinges on agents and services being online. The company is compensated on a per-call basis, for example. Therefore, there's a direct, immediate correlation between downtime and lost revenue—and that's just the immediate impact. If the company were to suffer continued issues, they'd be vulnerable to erosion of customer satisfaction and even potential customer defections.

Simply put, downtime is not an option.

Customer Environment

- 4 data centers
- 16 branch offices
- 8,000 work-from-home users
- 45 customer experience solutions
- Multi-cloud services
- Multi-carrier access and transport services
- SaaS services
- Security solutions
- Internet services

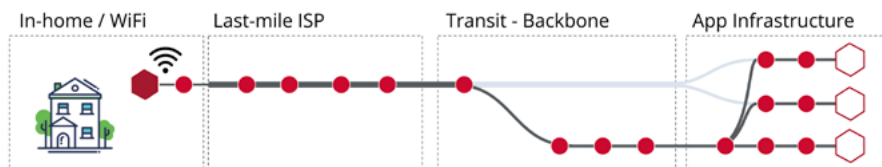


Figure A. For agents working from home, the user experience relies upon a complex mix of network infrastructures and providers.

“At any given time, our contact center representatives can’t tell a health care client’s customer, ‘I can’t access your prescription because our network connection is down,’” explained Thomas Campbell, Director of IT, Site Operations, ResultsCX.

It is against this backdrop that the advent of the global pandemic in 2020 presented such a seismic shift, and massive challenge for the team at ResultsCX.

“Essentially overnight, we had to shift our model and send everyone home in order to stay afloat,” Campbell revealed.

This suddenly created new, dramatically intensified demands for the network operations team.

“In order to continue to honor our commitment to delivering boutique levels of service, it was essential that agents working from home had the same network experience as when they were in our brick-and-mortar contact centers,” Campbell said. “On practical level, this meant that, instead of supporting 16 remote networks, we had to manage 8,000—one for each work-from-home user.”

Working with their prior tools and approaches, addressing these new demands was a huge challenge. Instead of using networks that were under the team’s control, work-from-home users were reliant on a diverse, complex mix of third-party networks and services, including the so-called “last mile” connectivity provided by the employee’s internet service provider (ISP). With their traditional tools, they completely lacked visibility into these third-party networks.

The Solution

Given their evolving business realities, it was vital for the team to address its urgent imperatives for enhanced visibility into the complex network ecosystems that their teams and services were reliant upon. To achieve these objectives, the network operations team sought to leverage a new digital experience monitoring solution.

The team was focused on gaining improved visibility so they could speed troubleshooting, particularly when issues arose in the last-mile ISP network. Further, to ensure maximum productivity, they sought to ensure all work-from-home users could count on consistent, resilient service levels, no matter which networks they relied upon or which regions they resided in.

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ResultsCX

MELILLO
CONSULTING



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Figure B. With AppNeta, teams can quickly identify problematic routes within the end user's network path.

After an evaluation of the alternatives on the market, the team sought to deploy AppNeta by Broadcom Software and partner with Melillo Consulting, a leading technology services provider.

AppNeta delivers continuous, low-overhead monitoring of the user experience, featuring both active and passive monitoring capabilities. By implementing AppNeta, the team has been able to track performance from the end-user perspective. ResultsCX is now able to confidently and efficiently track, manage, and optimize the end-user experience.

“Our business hinges on being online,” Campbell emphasized.

“Performance, network availability, and quality of voice traffic are all very important to us. Even a relatively minor performance blip on a call can affect our business. With AppNeta, we can let users and even ISPs know where an issue is arising. We can have answers—before users call in with questions.”

Working with Melillo's IT implementation experts, the ResultsCX team was able to streamline and optimize their AppNeta implementation. In the process, they've been able to transform and modernize their customers' journey. By implementing AppNeta, the team has been able to leverage the following industry-leading features:

- **Four-dimensional coverage.** AppNeta offers active monitoring via network and application synthetics. It also provides passive monitoring via packet capture and deep packet inspection (DPI) on flows. This four-dimensional approach yields unparalleled insight into how networks and applications are performing.
- **End-to-end visibility.** AppNeta offers the visibility that teams need to understand the complete application delivery path, including intra-site traffic, network connectivity, and secure tunnels. Further, it enables teams to monitor performance of both internal and third-party applications.
- **Actionable insights.** With AppNeta, teams can triage WAN performance issues using smart dashboards, innovative visualizations, and contextual workflows. The solution correlates end-user issues with outages and application slowdowns that arise in ISP networks. Further, the solution can be configured to process historical data for a specified timeframe (between one and 30 days), offering invaluable insights into performance and usage trends.
- **High scalability.** AppNeta enables the ResultsCX team to monitor the experience and networks of 8,000 work-from-home agents. Further, the solution offers the scalability that will enable the team to efficiently support growth in their operations and business services in the months ahead.

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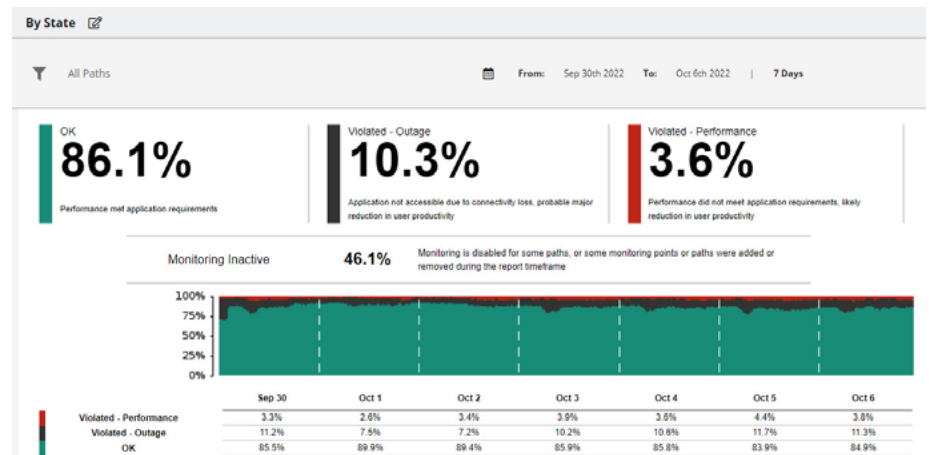


Figure C. AppNeta dashboards provide users with intuitive, actionable insights into environment status.

- **Flexible integrations.** AppNeta features flexible integration options. The ResultsCX team has been able to seamlessly integrate the solution with its third-party ticketing platform. In addition, the solution's data can easily be fed into their reporting solutions, so they can efficiently share system status details with non-technical team members.

Results

With the combination of AppNeta and the guidance of Melillo experts, the team at ResultsCX has been able to realize significant benefits:

- **90% faster triage.** With the solution, the team has been able to dramatically accelerate troubleshooting for their 8,000 remote users. As a result, they've gone from having triage times take 20 minutes or more, to being completed in less than two minutes.
- **Enhanced root cause analysis.** AppNeta delivers continuous, end-to-end monitoring of users' network paths. The solution offers insights that help teams determine the root cause of issues, whether they're arising in networks they manage or external, third-party networks.
- **Improved quality of service.** ResultsCX has been able to gain enhanced insight into a range of metrics, including voice loss, jitter, and mean opinion score. As a result, they can better track and optimize end-user service levels.
- **Improved visibility and transparency.** Now, the team can readily identify where issues are arising, speeding their mean-time-to-innocence metrics. In the process, they can rapidly spot issues arising in third-party ISP networks, and hold those providers accountable for performance issues and outages. Further, they can eliminate the wasted time associated with searching their network for potential problems when issues arise on external networks.

“Because we’re able to monitor performance from end to end and establish thresholds, we’re able to get immediate alerts, identify the location and nature of the issue, and understand whether it will affect users... This kind of contextual intelligence is key to our ability to speed triage, which is particularly critical as we work to support thousands of users.”

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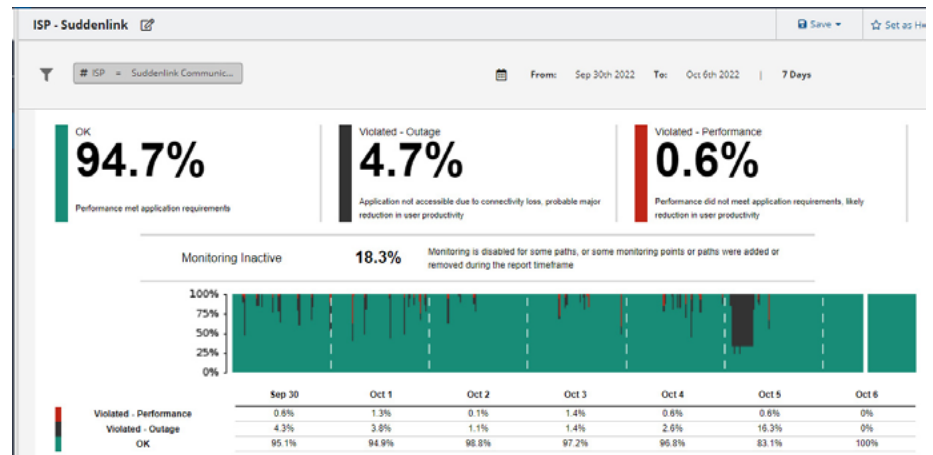


Figure D. AppNeta enables teams to assess the performance of third-party ISP networks that remote workers rely upon.

“Because we’re able to monitor performance from end to end and establish thresholds, we’re able to get immediate alerts, identify the location and nature of the issue, and understand whether it will affect users,” Campbell revealed. “As a result, we can have all this context about issues, before we even field a call from a user. This kind of contextual intelligence is key to our ability to speed triage, which is particularly critical as we work to support thousands of users.”

For more information, visit the [AppNeta solution page](#).

About Melillo

Since 1988, Melillo has been helping organizations power their business through technology. We offer a full range of complete IT solutions that address customers' on-premises, hybrid, and cloud needs, with advanced expertise in infrastructure, development, security, and data management. Serving a range of industries, including healthcare, finance, insurance, manufacturing, and other organizations, Melillo helps customers create and execute digital business acceleration strategies that lower costs, boost ROI, minimize risk, and ensure compliance.

For more information, visit our website at: www.melillo.com/contact/

About Broadcom Software

Broadcom Software is a world leader in business-critical software that modernizes, optimizes, and protects the world's most complex hybrid environments. With its engineering-centered culture, Broadcom Software has an extensive portfolio of industry-leading infrastructure and security software, including AI/ops, Cybersecurity, Value Stream Management, DevOps, Mainframe, and Payment Security. Our software portfolio enables scalability, agility, and security for the largest global companies in the world.

For more information, visit our website at: software.broadcom.com