Rolling Out High-Value Applications Services in Record Time

Customer: NuVoxx is an application service provider that enables its clients to communicate with their existing and potential customers by using automated voice.

Challenge: To develop a high-density, high-reliability, feature rich call recording solution on Linux for NuComm International, Canada's largest privately-held outsource call center provider.

Solution: PIKA digital T1 logging cards.

Benefits: Rapid integration and deployment; reduced costs over alternatives; high reliability "run it and forget it" board; high-density boards minimized application.

NuVoxx focuses on developing and marketing advanced IVR (Interactive Voice Response) services, which it provides on a hosted model on a pay-per-use basis. The company also builds productivity solutions for call centers, and recently developed and deployed an advanced call recording and monitoring solution for NuComm International, its sister company and the largest privately-held Canadian provider of customer relationship and contact center services.

The application, based on the PIKA T1 logging card, is significant. With upwards of 30 servers deployed across Canada in eight call centers, it moves about 40 Gigabytes of voice information from those centers into a 96-terabyte archive facility. "Although our IVR services are our bread and butter," says NuVoxx Co-Founder and CTO, Miroslav Mostic, "this is the application that I am most proud of, from an engineering perspective and from the perspective of what it's allowing the customer to do."

"Developing our own solution using PIKA boards was much more cost effective than purchasing an off-the-shelf solution, and has been far more flexible. We have control over the application and can integrate it with all our other systems. And, thanks to PIKA's exceptional support, we deployed much faster than we could have with any other board vendor."

Miroslav Mostic, Co-Founder and CTO, NuVoxx

Closing the Loop on Quality

Scalability was a core requirement for the recording solutions that NuVoxx deployed using PIKA cards. "We deployed more than 3,200 ports of PIKA cards in eight call centers across Canada," Mostic notes. "PIKA was compatible with our high performance telephony platform, which we built in-house, and this allows NuComm to scale and provide new features faster than its competitors because we don't depend on anyone else."

PIKA TECHNOLOGIES INC.

NuComm wanted to be able to simultaneously monitor all calls for quality purposes – part of its agreement with clients. Beyond this, the company sought to integrate recordings with the rest of its systems. "Every call to the NuComm switch can be recorded, and we can associate all the data from the database to each recording. Based on the account number or agent or call disposition and so on, the QA team can access every call that comes in, review it for quality, and tailor training and coaching around that."

Aside from the Call Recording and Monitoring solution, NuVoxx provided ETA – the Employee Testing Application, through which the system uses agent idle time to train or test agents on particular customer campaigns. The automated customer satisfaction surveys are widely deployed in NuComm International, and the feedback is recorded and fed into the QA team, which closes the loop by providing appropriate training back to agents.

"Producing the solution on our own platform using PIKA boards allowed us to connect all these systems," Mostic notes. "NuComm can now receive feedback from clients, get immediate information from the telephony systems, they can get the auditing information from the recording solution, and they can respond with training."

A Superior Logging Card

A solution of this scale was no simple matter to build, but with PIKA's boards and support, Mostic says his team was "able to integrate the PIKA API in less than two months – that's really amazing in our industry." That allowed NuVoxx to move from development to first deployment in less than four months, and to scale to more than 130 T1s in five months.

The solution also had to be reliable, so NuVoxx looked for a logging card for the Linux platform – something that, NuVoxx's incumbent long-term board supplier – was unable to deliver. PIKA did deliver, however, and Mostic is thrilled with the results.

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"We have deployed more than 60 PIKA cards and we just passed the one-year mark since our first installation. We've had not one issue with any PIKA card," Mostic reports. With no on-site technicians in the call centers, he's equally pleased that "the whole solution is being remotely maintained by just one of our people. This is what we were looking for in reliability, and we got it. It's 'run it and forget it.' "

As is the case in many call centers, server rack space was a key consideration. "NuComm wanted to deploy these cards in a small form factor," says Mostic, and so a dense board was necessary. The PIKA logging board's 2 T1 capacity – the highest density board available at the time – fit the bill.

Outstanding Support Gets the Job Done

In addition to PIKA's technical superiority, Mostic says its support has been central to his project's success. "At PIKA, I have access to the people who can give me the answers we need," he says. "We are running production services; when something goes wrong we need answers right away. With PIKA, that's what we get."

Although NuVoxx has had no issues with the PIKA cards, Mostic provides an example of how the company's support allowed his team to deploy so quickly: "During installation, we found issues between PIKA and our telephony vendor. In a matter of days, PIKA dispatched three of their experts – senior support, hardware and software people. They discovered the issue (which was on the PBX side) and gave us a work-around in the same day. I've never seen anything like that in this industry."

Today, the recording application is monitoring inbound and outbound T1 calls from three systems: Avaya, EIS and Mosaix. Based on the success of the project, Mostic says he's looking for other applications of the PIKA board.

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Mostic is looking to the future. 'This is just one step towards a much bigger goal of connecting all our call center productivity applications and combining them into a Call Center Productivity Suite featuring an expert system for proactive call center self-management," he says. "That will be the next step up in call center automation."

About PIKA Technologies

PIKA Technologies designs and manufactures computer plug in voice cards and software that connect a computer system to both TDM- and IP-based networks to provide advanced voice services. For almost two decades PIKA Technologies has been serving companies around the world that require voice cards to design sophisticated phone services for recording systems, voice services applications, and PC-PBX systems. The company has built a reputation for delivering innovative products and exceptional technical support by working closely with its customers. Headquartered in Ottawa, ON, Canada, the company has ranked in The Branham300, an authoritative ranking of successful Canadian high tech firms, for three consecutive years. Visit www.pikatechnologies.com or call +1-613-591-1555 for more information.

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