

IT360 Conference

Improving IVR/IP Telephony Quality & Availability

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AIMT Case Study - Bell Canada

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Overview

- Project Description
- Key Challenges
- The Solution
- Benefits & lessons learned
- AIMT in Bell

Project Description

In 2006, Bell Canada was awarded a contract:

- by a large Canadian Financial Institution
- to update the technology of its Interactive Voice Response (IVR) platform

The project included the migration of all IVR applications:

- for the Electronic Banking, Credit Card, Brokerage and Merchant Services Lines of Business
- from a premises-based environment to Bell Canada's Voice Select Hosted Solution

Key Challenges

- Complete the migration on time and on budget
- Availability of Resources
- Ensure the quality of the deliverables
- Confirm the Hardware and Software provisioning of the new solution
- Limit the number of Testing cycles by improving QA
- Facilitate rapid Regression Testing

Quality Assurance Key Challenges

- Speed up the creation, verification and manipulation of over 4,000 test cases
- Complete System Integration Testing within the allotted time frames
- Reduce the time required to:
 - Create, revise and update the test plan
 - Complete Regression Testing

The solution: AIMT

- In order to address the key QA challenges, Bell Canada decided to expand its testing environment by:
 - setting up TekVision's multi-lingual AIMT solution in its development lab
 - starting with a 12 port license
 - expanding this capacity, as required, by using TekVision's Hosted solution

Key Benefits

- Reduced testing cycle time by 80%
- Faster problem resolution by using debugging tools
- Improved quality and consistency of testing

Lessons Learned

- Size the time required to create test scripts properly
- Do not rush to create a test plan without having proper standards for:
 - Naming conventions
 - Proper use of Variables
 - Use of grammars
 - Test script re-use

Ongoing AIMT use in Bell Canada

- System Integration Testing and Regression Testing by the Professional Services Team
- Application verification testing by the Operations Team supporting the Voice Select platform
- Real-time end-to-end Health Monitoring for Emily (310-Bell, Expressvu, Sympatico)