



BPO Leader Drives Revenues with Digital Experience Monitoring



 STARTEK
 Colorado

 Employees +13,300
 Call Center

About Company

STARTEK is a leading customer engagement business process outsourcing company, providing customer service, tech support and other services for some of the world’s most prominent industry leaders.

“Login Enterprise enables us to minimize system downtime and deliver strategic business value like never before.”

Jamie Vernon
VP OF IT AND INFRASTRUCTURE

The Challenge

Maximize revenue and strategic business value by minimizing customer service system interruptions

As a business process outsourcing (BPO) provider of customer services for leading organizations spanning multiple industries, STARTEK competes in an aggressive marketplace with dozens of competitors.

The greatest single challenge for STARTEK is minimizing system downtime, which directly impacts revenue and profitability. “Our revenue is driven by our volume of customer contacts,” says Jamie Vernon, VP of IT and infrastructure at STARTEK. “If our customer service specialists cannot work because their PCs are down, call sound quality is poor or key applications are inaccessible, then our contact volume goes down,” says Vernon. “Also, if we experience downtime beyond the limits set in our service level agreements (SLAs), we are obligated to pay a performance penalty.”

Providing clients with strategic business value through superior service is critical to STARTEK’s success, but it’s not enough. “We provide our client’s customers with highly engaging, positive experiences that build the client’s brand; and yet, some clients still perceive the BPO market as being mostly commoditized,” says Vernon. “Overcoming that perception is a key challenge.”

Provide thousands of customer service reps with highly available and high performance systems

“STARTEK’s BPO operations consist of thousands of customer service workers spanning multiple locations as large as 45,000 square feet,” Vernon explains. “Many locations serve multiple clients with multiple lines of business, each of which has its own unique data segregation requirements, application availability, white lists for web filtering and regulatory requirements, such as PCI and HIPAA.”

“We also have an incredibly diverse stack of applications,” Vernon adds, “many which are not under our internal control. The client will typically provide our customer service agents with necessary web applications, such as phone, live chat, email client, ERP/CRM access – anywhere from 10 web applications to as many as 150. These applications are managed by the client’s own IT support team, not ours.”

“Given the sheer size and complexity of our operations and the fact that we have a lean internal IT support staff, we needed a solution to identify system problems as early as possible, and quickly get that information to the right support people to take corrective action.”

The Solution

Login Enterprise with virtual user technology for continuous digital experience monitoring

STARTEK turned to Login Enterprise to actively measure and track the user experience of each application for each client in every location and make it all visible to everyone on the IT support team to enable the fastest possible corrective action.

“Login Enterprise is enabling us to expedite our mean time to recovery from system outages, as well as reduce the number of service-level outages from happening in the first place,” says Vernon.

Login Enterprise provides a complete picture of system performance at the user experience level through virtual users that simulate real-world users performing real-world tasks. Any delays or outages trigger early warning alerts – enabling administrators to take corrective action before end-users and business processes are adversely affected.

“We have created about 160 Login Enterprise virtual user workloads – one for each of our client’s lines of business,” Vernon explains. “Every 10 or 15 minutes – whatever cycle makes sense for that workload – each customer service agent’s PC runs all client applications as an end-user, records the time required for each step and reports back on their performance and availability.”

Unlike real user monitoring (RUM), Login Enterprise virtual users test system performance as an actual end-user on a standardized, uniform basis. This consistency enables UX trend analyses that help predict potential risks to user experience.

“Login Enterprise helps us get back up and online where my engagement specialists can do their job and resume their work, and therefore, resume the company’s revenue and profitability. Login Enterprise starts this process as soon as an incident or risk is first detected, not from when I am notified by customer service reps are experiencing problems.”

“Login Enterprise tells us if the Internet is down or if just one application is having some challenges,” Vernon adds, “as well as provides valuable context to the service impact experienced by end users out certain locations, such as a member is at a different location or experiencing the same issues.”

The Results

Predictive user experience leads to winning new business

Login Enterprise’s impact on STARTEK operations has already exceeded expectations. “Because I now know much sooner exactly what service is down or at risk of falling over,” says Vernon, “I can track the problem back to change management, notifications from carriers or partners. We can hone in on exactly which asset, which and how the service failed and what our options are for recovery.”

Amazingly, Vernon and his team can now identify risks and issues for client-managed applications, before the client’s own IT department is aware of them. “In some cases, especially for those clients providing the widest array of applications, Login Enterprise is enabling my team to contact the client’s IT team and alert them that we have detected potential issues with their application. No one else in the BPO market is doing this. Our clients now clearly recognize we are serving them at a heightened level of strategic partnership.”

STARTEK has leveraged Login Enterprise to differentiate its service from competitors more strongly than ever before – to the point where the predictive insights into user experience have helped the company win major new clients.

“The innovations that we have implemented – Login Enterprise key among them – blew the wholesale club’s evaluation team away, to the point where they wanted to visit our main office and see it in production mode. They then signed a five-year contract with STARTEK.”

Login VSI is a strategic partner for STARTEK and Login Enterprise enables the BPO to minimize system downtime and deliver strategic business value.



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About Login VSI

Login VSI automatically tests and validates the impact of change to physical, virtual and cloud-based workspaces, to maximize the true end-user experience.