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Manage Telephone-Related Resources More Effectively Using a Traffic Analysis Tool

Telephony is one of the five largest expenses in any business. Effective management tools are necessary to keep costs low and end-users satisfied. No two sites are alike, and requirements can be completely different for two sites with similar call volumes and staffing. A traffic analysis tool can tell you what the optimum staffing and trunking configuration is for your site and can help you to identify trends and plan for the future and with ongoing traffic studies. This can be particularly useful before, during and after migrations to VOIP trunking and IP phones.

How do you know if you are optimally trunked? If you are under-trunked you will be missing calls, frustrating callers and potentially losing sales. If you are over-trunked you will unknowingly be wasting thousands of dollars on resources you simply do not need. A traffic analysis tool will show you the optimum number of trunks for each of your sites whether it is for a peak day hour of a day or a week, month or year, based on your desired grade of service levels. You can easily determine if some trunks should be allocated to different departments, sites, groups, etc., to optimize your trunk distribution.

How do you know if you are optimally staffed? If you are over-staffed your employees will have long waits between calls, and if you are under-staffed you will have excessive numbers of abandoned calls and overwhelmed staff. A traffic analysis tool shows you the optimum console or operator staffing for any given time, whether it is for a peak hour of a day or overall for a given month. You can even evaluate individual groups to determine the most efficient distribution of staff amongst departments.

How do you estimate your future telephony and staffing requirements? If call volumes increased by 10% would you have enough resources on hand to continue to provide your desired grade of service? A traffic analysis tool allows you to estimate your future requirements using built-in statistical modeling, so you can plan and budget for future upgrades and additional staffing.

How can you be sure all your trunks are functioning? When optimizing your site's telephony, it is important to identify and rectify any hardware or service failures. It can be difficult to identify trunks that are not functioning correctly, and trunks that are not functioning at all can be nearly impossible to identify yourself. A traffic analysis tool will allow you to quickly and easily see if you have any malfunctioning trunks and identify trunks with abnormalities (ex. excessive abandoned calls, low or no usage, etc.).

How are you managing your IP telephony? How do you know how much network bandwidth your IP phones are consuming, which codecs they are using, and if there are any jitter or latency issues that need attention? With a traffic analysis tool you can easily determine if your IP phones have adequate network resources, and if the codecs in use are providing the best quality of service. If your PBX supports video conferencing you can additionally evaluate your video usage and monitor jitter, latency, and network usage.

Are there any alarming trends developing at your site? Traffic analysis can draw your attention to potential issues before they become problems require immediate action. Are excessive numbers of long distance calls being made after hours? Are you encountering ATB situations (all trunks busy)? Are there major differences between different attendants' total answered calls or talk or hold time? Are you interested in feature, system, CPU usage and other traffic information? Historical information is kept indefinitely so you can analyze changes over hours, days, months and even years.