



Delivering Superior Siebel Performance with CA Wily Customer Experience Manager™

Industry:	Telecommunications
Headquarters:	Little Rock, AR
Environment:	Siebel 7.8, IBM WebSphere®, Oracle Database 9i
Products:	CA Wily Customer Experience Manager™ (CEM) CA Wily Introscope®

ORGANIZATION

Based in Little Rock, Ark., Alltel owns and operates the nation's largest wireless network with nearly 12 million customers in 35 states. The footprint of Alltel's wireless network covers more than one-half of the total landmass of the continental United States.

CHALLENGE

One of the nation's leading telecommunications companies, Alltel owns a sophisticated enterprise computing environment that delivers wireless services to its nearly 12 million subscribers. The Enterprise Tools Group is responsible for monitoring Alltel's business applications and ensuring the availability and performance of new, next generation telecommunications services.

Since 2005, Alltel has relied on CA Wily Introscope® from CA Wily Technology to provide low overhead, 24x7 monitoring for its Java based mission-critical applications. In 2006, Alltel selected CA Wily Customer Experience Manager™ (CEM) to provide additional customer-centric visibility into the performance of high-value Web applications like its new Siebel-based 'My Circle' service.

My Circle is a calling plan that enables Alltel customers to select up to 10 numbers with unlimited minutes to talk with those 10 numbers regardless of the carrier network they belong to. Alltel customers can change their numbers daily but only via B2C or B2B Web applications. To ensure customer satisfaction, Alltel relied on CEM in development and production to provide visibility into the customer experience with My Circle so IT staff and Line of Business managers could identify and eliminate performance problems if and when they occurred.

“Web applications are critical business channels for Alltel, and we see superior customer service as an important competitive differentiator. CEM helps us ensure our applications deliver world-class performance for every customer and every transaction.

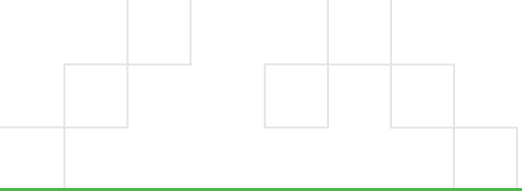
Mike Henning
Manager of Enterprise Tools
Alltel

SOLUTION

With zero system overhead, CEM identifies defective transactions and aggregates the users experiencing that problem into a single incident. The solution then prioritizes incidents based on business impact and automatically triggers evidence collection to help IT staff eliminate the root cause of the problem.

Subscribers who qualify for My Circle make hundreds of thousands of updates to their Siebel-based accounts every month, and My Circle applications consistently meet SLAs for uptime and availability. To ensure optimal application performance, Alltel's Enterprise Tools team regularly use CEM to analyze historical customer transaction data. During one review, the team identified that some customers were receiving an error message when updating their My Circle numbers, yet they were not reporting the error to customer service. Thousands of customers were experiencing this error after attempting to save new numbers in their My Circle account.

After reviewing the data captured by CEM, Alltel's team identified the root-cause of the defective transactions—a logic error was causing customers to receive an incorrect error response when updating their My Circle numbers. In over 50% of these transactions, the My Circle application successfully updated the customer account, but still generated an error message to the user—which resulted in customers attempting to update their My Circle accounts multiple times.



Armed with this information, Alltel's IT staff was able to implement a programming change that immediately eliminated the incorrect response being generated by the Siebel application.

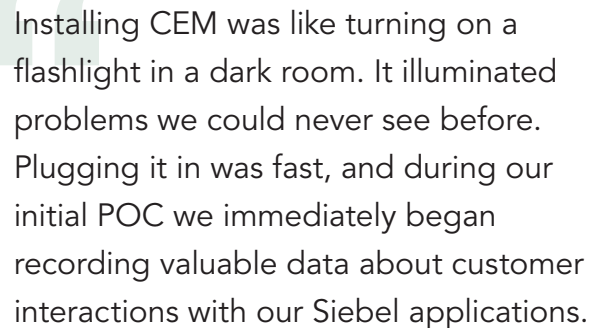
Based on the success with My Circle, Alltel expanded their CEM deployment to monitor other mission-critical, customer-facing Web applications in addition to business-to-business applications that carry a low volume of high dollar value transactions. Overall, CEM now monitors and records over half a million Siebel transactions per day while introducing zero system overhead.

In the first six months of use, CEM monitored and recorded over 53 million direct customer transactions and an additional 18 million transactions through approved resellers to provide Alltel's Enterprise Tools group with a complete historical record for SLA and continuous improvement reporting.

Another example of continuous improvement reporting occurred after an Alltel business analyst reviewed CEM data for an application that allowed resellers to add a new line of service to existing customer accounts. This application was processing transactions at a far lower rate than the projected transaction volume.

An investigation by Alltel's IT staff showed that an error in the application was disabling the 'add new line of service' button for some customers because of the way their Siebel account was configured. After modifying the application to ensure consistent performance, transaction volume increased over 400%.

Over 40 IT staff and line of business managers at Alltel review data from CEM for different, important purposes. IT staff use CEM to monitor SLAs and troubleshoot specific customer experience problems with Web applications, while business managers rely on CEM to provide high level visibility into the business impact of Web applications and to understand user trends or the success of new promotions.



Installing CEM was like turning on a flashlight in a dark room. It illuminated problems we could never see before. Plugging it in was fast, and during our initial POC we immediately began recording valuable data about customer interactions with our Siebel applications.

Mike Henning
Manager of Enterprise Tools
Alltel

RESULTS

CEM's zero overhead customer experience monitoring enabled Alltel to improve customer satisfaction by identifying and eliminating hard to find application problems. With historical data from real transactions at the individual user or group level, Alltel can now quickly research and resolve application problems to ensure business performance. Real results include:

- Improved transaction volume by over 400% per month for a key revenue generating Web application after analyzing performance data collected by CEM
- Identified and eliminated the cause of thousands of defective My Circle transactions occurring every day
- Successfully monitored and recorded 71 million transactions over six months for historical analysis and trend reporting