IT IS ALL ABOUT THE DATA
& HOW YOU USE IT!
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DIAL INTERACTIVE

Executive Summary

Data, networks, and phone lines have created a tsunami of technology chaos over the years, all in the name of progress! A bit counter-intuitive, but a fact. Many technological applications that we have implemented to simplify our workloads have become too difficult to manage efficiently. We hear that it is all about the Data. The challenge is, how do you aggregate it so you can use it? We need to use data to help make business decisions, but getting to the data we need is an incredibly daunting task.

Customer Service Centers are a critical touch point for a company's relationship with their customers, and using the data collected is important. Call centers need manageable bites of information so that business units can make smart business decisions. Some of the best tools to do this is an application like AT&T's Route It!

Dial Interactive is a fan of AT&T's Route It! This software package enables companies to reroute both domestic and international toll-free calls from a PC in real time. AT&T Route It! is designed to help maximize the value of AT&T's toll-free advanced features. This includes, but is not limited to, area code routing, exchange routing, next available agent routing, network queuing, caller recognition routing, and other applications. Companies use AT&T's Route It! to activate pre-recorded system announcements for AT&T's Call Prompter and courtesy response services. Route It! allows users to create custom routing plans based on peak calling periods. Many enterprise size companies manage thousands of 800 numbers, and their staff are constantly making changes to their systems. At the end of the day there may be hundreds of changes, and reconciling the changes is nearly impossible.

These simple updates have become complicated to implement and lead to challenges. In particular, the different company departments find it hard to work cohesively together. Marketing and Information Technology departments do not understand, nor do they empathize, with the demands put on the other. What is amplifying the issues is that today the marketing departments are augmenting their technological skills and directly competing with the Information Technology and Telecom departments to meet their needs. The need for IT, Telecom, and Marketing to act cohesively, collaboratively, and expeditiously to meet company and industry demands is essential, but instead, the animosity they have towards each other hinders optimization of work efficiency.

The Problem

Dial Interactive and AT&T had a large insurance company with these issues. Their marketing department frequently had to make changes to sales and marketing materials to adapt to fast-paced, emerging trends, and was unable to make swift, on-demand changes to meet their customer's needs. Over time, the growing complexity of the routing solution became insurmountable, with different 800 numbers associated with various routing plans. The routing plans became complicated; the client needed a way to validate the information provided in the reports, but was unable to so. The data in the reports was too difficult to view and use.

The client's enrollment season was fast approaching, and the company needed to act cohesively if they were going to be ready for the season to begin. The Telecom Department was not able to meet the demands of the marketing team because they could not make quick changes to their dial plans to match the skill set in their customer service center. The client needed to sort through the reports to get critical insight to make business decisions and validate their plans. The reports were too cumbersome to decipher the information they needed, and they were unable to see the data they needed to make the configuration updates to their telecom systems.

This insurance company, specifically, had over 20,000 phone numbers, with over eight accounts, and 300 edit plans to manage. The figures and plans would get out of sync and cause multiple problems. Some 800 numbers were associated with various routing plans and schedule sets. With this many numbers and routing methods, you can have over a 100,000 possible combinations to review. In addition to the challenge, the IT and Telecom team were already burdened with heavy workloads, and much of the staff lacked the knowledge to handle this older legacy application. Laborious hours spent reviewing the prior day's changes would require manually running over 250 reports nightly, and then manually importing the data into an SQL Database for reporting. This process could take up to 10 hours of labor daily.
Route It! Example:
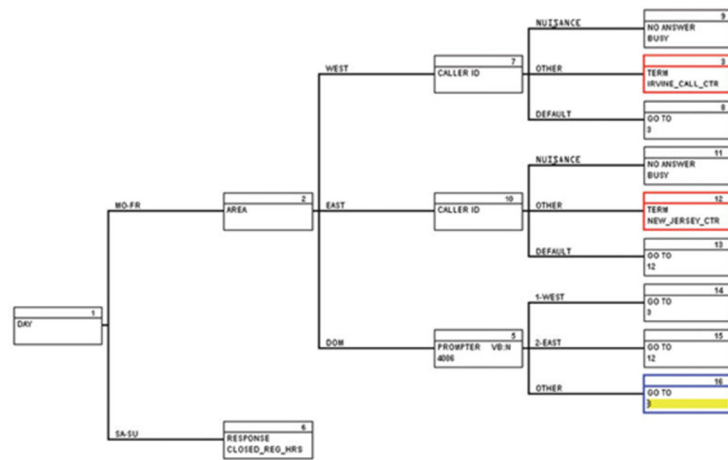
The Solution

AT&T and Dial Interactive (DI) combined their business intelligence, existing computer programs, and DI's "secret sauce" to create a custom built solution to see the data more efficiently, and that enabled the customer to automate running 250 reports nightly vs. doing this manually.

The solution would automatically download the data to an SQL Database. This new and improved process now took less than 3 hours to run in the background every morning. This was a huge win for the IT and Telecom Departments and helped them repair their damaged credibility to the Executive Management team. DI developed a custom AT&T Route It! Extraction solution to automatically run every night and provide hundreds of business reports which helped all the departments work more cohesively and get the job done.

The Route It! Data extraction tool is required to be hosted at the AT&T hosting center and is custom built for each customer's needs. These devices are used for the data extraction from Route It! and the importing of data to an MS SQL that transforms the data, and then sends the information downstream to the customer's desired target location.
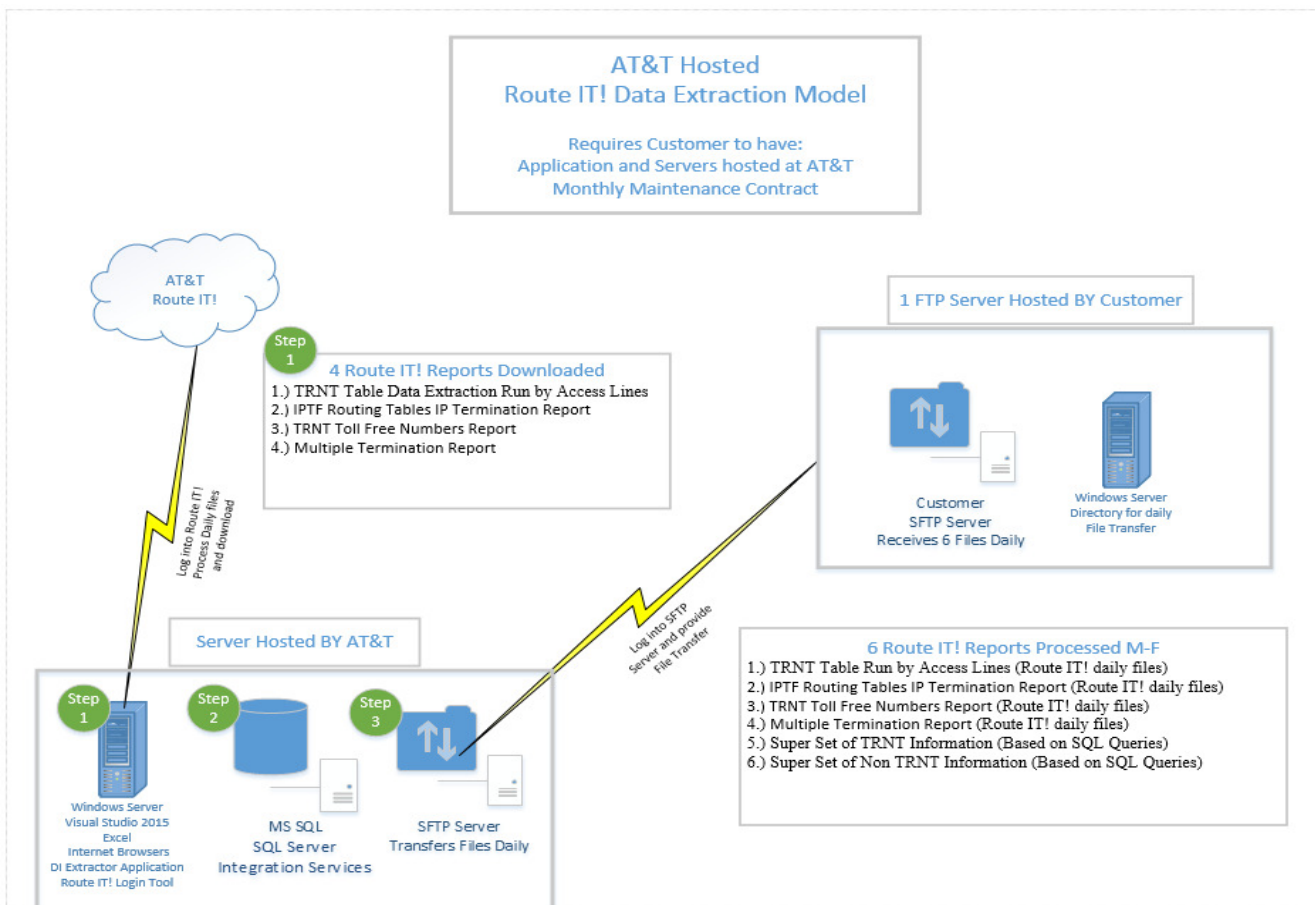
Benefits of DI's Solution

- Allows users to quickly find errors in routing plans
- Allows marketing and telecom users to understand better which dialed numbers are pointed to the various plans
- All data is grouped together for a quick analysis
- All data is imported into an MS SQL server for data analysis
- The ability to see all of the information for troubleshooting purposes
- Quickly group schedule sets
- Saves time. Applications run hundreds of Route It! reports daily
- Bette r visibility into where there may be misalignments
- Toll-free numbers will have multiple term names

Superset TRNT information and a nonTRNT File that will combine the MDN, IPTF and MT multi-join.

- NonTRNT superset files (All reports in one file of all possible combinations by term name)
- By joining on the routing plan information, this will provide a complete inventory of the DN information (for nonTRNT items)
- Note: this is a superset of all the possible combinations, in some cases you may have the same DN with different scheduled set names, out pulsed digits, routing plan information, etc.
- Data for the superset is joined on TRNT, IPTF, and MDN Files

TRNT table data extraction by access lines

Data Elements -TRNT Routing #, Dialed Number, Voice Tone, ARN, Transfer Feature, Direct Dial Transfer

Account Id: 222-000-1234		Info Summary :TRNT Termination		Access Line A1234	
Run Date 01/18/2016		Service Date 01/18/2016		Term Name: A1234	
User Name: Sample				Service Type IPTF	
Routing Number: 8822880008					

TRNT Routing #	Dialed Number	VoiceTone	ARN	Transfer Feature	Direct Dial Transfer	Customer Remarks
882-288-0002	855-738-5521	NO	166-068-0002	CC - CONFERENCE & TRANSFER	8YY & POTS	NONE
882-288-0025	844-818-0882	NO	166-068-0025	CC - CONFERENCE & TRANSFER	8YY & POTS	NONE
882-288-0026	844-818-0833	NO	166-068-0026	CC - CONFERENCE & TRANSFER	8YY & POTS	NONE
882-288-0841	844-818-0884	NO	166-068-0841	CC - CONFERENCE & TRANSFER	8YY & POTS	NONE

IPTF Routing Tables IP Termination Report

Data Elements - RRN, Out Pulse Digits, Billing Number

1. Toll-Free Number
2. RRN
3. Out Pulsed Digits
4. Edit Plan Name
5. Schedule Set Name
6. TRNT table was downloaded into one consolidated report
7. IPTF daily downloaded reports with all the results combined into one file
8. Multiple dialed number reports combined into one file
9. Multiple term report combined into one file

									Cross Account: IPTF Routing Data Download Report								

Report Name:	XXX	Created:	1/09/16 8:89:09 PM EDT	Created By:	Smith, Donald	Query Criteria:	BVoIP Site:009686686

Basic						IP ADR		IP Courtsey Transfer								IP Redirect				

BVoIP Site ID	RRN	Guiding Digits	Outpulse Digits	Billing Number	International Inbound	IP ADR RRN	IP Courtesy Transfer	Transfer to 8YY	Transfer to Allow On-Net	Transfer to Allow Off-Net	Transfer to RRN	Direct Dial	Speed Dial	Data Forwarding	Attended Option	IP Redirect	Transfer to RRN	Speed Dial	Data Forwarding	IP InfoPack
9686686	866-868-5686	00000	9688909	800-809-9885	NO	NONE	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES	YES
9686686	866-868-9699	00000	9609009	800-698-8988	NO	NONE	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
9686686	866-868-9568	00000	9600566	899-605-9998	NO	NONE	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES	YES

TRNT Toll-Free Numbers Report

Data Elements – Dialed Number, Schedule Set, Routing Plan, and Term Name Out pulse Digits

Account Id: 222-000-1234	Info Summary :TRNT Termination	Access Line A1234
Run Date 01/18/2016	Service Date 01/18/2016	Term Name: A1234
User Name: Sample		Service Type IPTF
Routing Number: 8822880008		

TRNT Routing #	Dialed Number	VoiceTone	ARN	Transfer Feature	Direct Dial Transfer	Customer Remarks
882-288-0002	855-738-5521	NO	166-068-0002	CC - CONFERENCE & TRANSFER	8YY & POTS	NONE
882-288-0025	844-818-0882	NO	166-068-0025	CC - CONFERENCE & TRANSFER	8YY & POTS	NONE
882-288-0026	844-818-0833	NO	166-068-0026	CC - CONFERENCE & TRANSFER	8YY & POTS	NONE
882-288-0841	844-818-0884	NO	166-068-0841	CC - CONFERENCE & TRANSFER	8YY & POTS	NONE

Multiple Termination Report

Data Elements - MCN, NCP Account, Term Routing Number, Access Line, Term Name, TRNT Type, Service Type, Location, Routing Plan

Multiple Terminations Download Report										
Report Name:	MT_222-000-1281	Created:	1/15/16 12:57:07 AM EDT	Created By:	Smith,John	Query Criteria:	Display Routing Plan:Y NCP Account:2220001281			

Customer Name	MCN	NCP Account	Term Routing Number	Access Line	Term Name	TRNT Type	Service Type	Location	Routing Plan
Sample 1	316521-A0	222-000-1281	325-668-5235	A5235	A5235	NONE	Megacom	FL02	NONE
Sample 2	316522-A0	222-000-1281	756-387-6502	B6502	B6502	NONE	Megacom	KC02	NONE
Sample 3	316523-A0	222-000-1281	253-378-3660	C3660	C3660	NONE	Megacom	FL02	NONE

Two data sets will be created, based on the four reports above.

Below is a sample of the TRNT / NonTRNT Superset:

Sample Non TRNT Supper Set						
Dialed_Number	Schedule_Set	Routing_Plan	Term_Name	RRN	OutPulse_Digit	File_Date
800-800-0835	800-800-0835	A80080001(W)	IVR1888037A8	508-017-8131	1888031	1/8/2016
800-800-0835	800-800-0835	A80080002(W)	IVR1888037B8	889-988-8131	1888032	1/8/2016
800-800-0737	Sample 123	A80080003(W)	IVR1500387C1	833-838-8810	1500383	1/8/2016

Sample TRNT Supper Set						
Dialed_Number	Schedule_Set	Routing_Plan	TermNBme	RRN	OutPulse_Digits	File_Date
800-800-8808	Sample 1	RP Sample 1 (W)	A8888	888-115-8888	1801000	1/8/2016
800-800-8808	Sample 2	RP Sample 2 (W)	B8888	888-888-8888	1801000	1/8/2016
800-801-5118	Sample 3	RP Sample 3 (W)	C8818	888-888-8818	1888818	1/8/2016

The above tables are examples of where Dial Interactive created a new proprietary in-house technology to fix their problem. DI pulled the 250 different reports from the direct business Route It! website nightly. These results were saved into an MS SQL Database. Once all the data was loaded, custom queries would run automatically and were added in the reports. The outcome of various data combined enabled two new data extracts with TRNT Information, and nonTRNT Information with these data elements providing the company with the information they needed.

Conclusion

In conclusion, when you have a complex problem it may be smart to simplify the workload and outsource part of the solution to a trusted expert like Dial Interactive. For example, if you have thousands of Toll-Free numbers and hundreds of dial plans to work with, you can easily wind up with hundreds of thousands of possible

Work smarter with custom reporting

Built by Dial Interactive with AT&T's Route It! data.

combinations. Collecting all this data is one thing, but using it is another. Let DI help you manage and analyze this data. Be smart and outsource the hard stuff.

Call Dial Interactive, an AT&T premier partner, today, for a free consultation on how AT&T's Route It! data extraction tool can help you better manage the thousands of dialed numbers, and can contribute to making smart business and marketing decisions.

The right path turned out to be a relatively straightforward one with enormous cost savings. Simple, yet complex. Having the knowledge, and unbiased perspective solved their problem. Keep it simple, and engage a third party, unbiased thought leader to take a look at your 'challenge' so you can see where you are and understand where you want to go. DI and AT&T can help make a smart path to get there. Should be simple, but it is not. What is simple is calling Dial Interactive today.

CALL US TODAY

Adopting a customer-centric approach is not an ideal, but rather an action plan. The first step is to determine how to place your business goals into actionable recommendations. DI and AT&T will help your team put empirical and specific validation to your customer contact objectives. We will help make a comprehensive action plan, and also help you develop the business case and related cost justification to get a good plan into action.

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