**LOGINVSI**

# BPO leader drives revenues with digital experience monitoring

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.

## The challenge

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. STARTEK's revenue is driven by volume of customer contacts. If customer service specialists cannot work because their PCs are down, call sound quality is poor or key applications are inaccessible, then contact volume goes down. Also, if there is downtime beyond the limits set in the service level agreements (SLAs), there is an obligation to pay a performance penalty.

STARTEK's operations consist of thousands of customer service workers spanning multiple locations as large as 45,000 square feet. 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.

STARTEK also has an incredibly diverse stack of applications, many which are not under their internal control. The client will typically provision 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. Given the sheer size and complexity of STARTEK's operations, and the fact that they have a lean internal IT support staff, they 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

STARTEK turned to Login PI 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 PI 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.

**Company:** STARTEK
**Industry:** BPO
**Country:** USA
**Website:** www.startek.com

**Challenge:**
- Plan for future hardware capacity
- Test and benchmark new servers

**Solution:** Login PI

**Results:**
- Predictive user experience insight leads to winning new business
- Recognition as a customer service BPO leader

Citrix XenApp  •  VMware Horizon View  •  Microsoft RDS  •  Citrix XenDesktop

STARTEK has created about 160 Login PI virtual user workloads – one for each of their client's lines of business. 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 PI 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 PI is an early warning system on incidents or risks, way before STARTEK is notified by customer service reps that they are experiencing problems.

Login PI tells if the Internet is down or if just one application is having some challenges, as well as provides valuable context to the impact experienced by end users in remote locations, such as a member at a different location experiencing the same issues.

## The result

Login PI's beneficial business impact on STARTEK operations has already exceeded expectations. Because they now know much sooner exactly what service is down or is at risk of falling over, they can track the problem back to change management, notifications from carriers, or from other partners. STARTEK is able to hone in on exactly which asset, which service failed, how it failed, and what the options are for recovery. Login PI allows STARTEK staff to 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 PI is enabling the STARTEK team to contact the client's IT team and alert them that STARTEK has detected potential issues with their application. As no one else in the BPO market is doing this, STARTEK clients recognize they are serving them at a heightened level of strategic partnership.

STARTEK has leveraged Login PI to differentiate its service from competitors more strongly than ever before – to the point where Login PI's predictive insights into user experience have helped the company win major new clients. For example, a leading wholesale club, conducting a competitive evaluation of customer service outsourcing providers, led them to select two finalists: STARTEK and one competitor. The innovations that we have implemented – Login PI key among them – blew the wholesale club's evaluation team away, to the point where they wanted to see it in production. And signed a five-year contract with STARTEK.

Login VSI is a strategic partner for STARTEK. The Login PI product is enabling STARTEK to minimize system downtime and deliver strategic business value like never before

**LOGINVSI**