Afiniti's Enterprise Deployment Process and Customer Lifecycle

Afiniti deployments are completed at no cost to clients, cause no disruption to existing operations, and deliver extraordinary economic value.
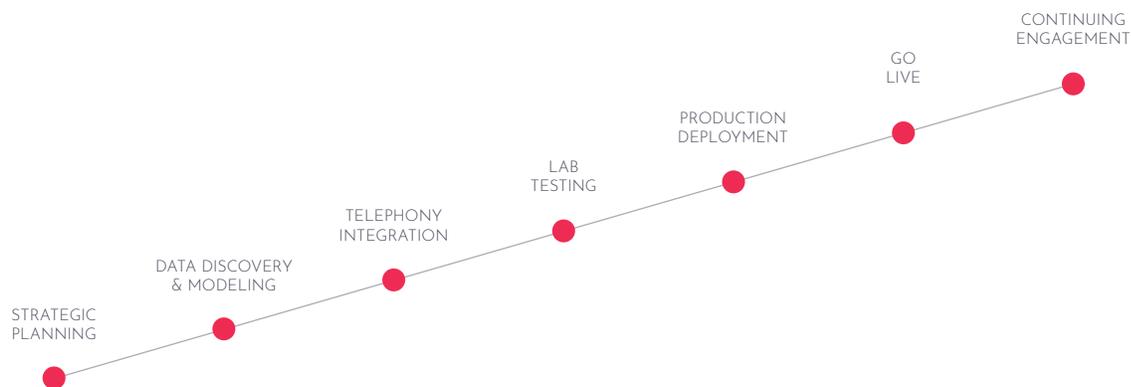
Afiniti's Global Deployment and Engineering (GDE) team leads the deployment process and has successfully completed over 250 ACD implementations in client environments.

The deployment timeline depends on the complexity of a client's telephony environment, and takes 60 to 90 days on average. For exceptionally large and complex clients, it can take as long as 6 months. For clients whose PBX ACD systems are natively integrated with Afiniti's, it can take as little time as a few weeks.

A typical deployment requires approximately 300 hours of client IT time distributed between database, network, and telephony experts, and is divided into six phases, each between one and two weeks in duration.

Afiniti has both experience and expertise in integrating with all major telephony, database, and related contact center systems vendors. In many instances, Afiniti has an active partnership or ongoing relationship with these providers.

DEPLOYMENT PHASES

STRATEGIC PLANNING

DATA DISCOVERY & MODELING

TELEPHONY INTEGRATION

LAB TESTING

PRODUCTION DEPLOYMENT

GO LIVE

CONTINUING ENGAGEMENT

Deployment Phases

1. STRATEGIC PLANNING

A series of structured sessions to create a roadmap for deployment.

In the Strategic Planning phase, Afiniti's GDE team leads structured workshops and design sessions to understand the client's telephony environment and data estate. A prerequisite to this phase is the business decision to choose whether Afiniti will be deployed on client premises or remotely within the secure Afiniti cloud.

The output of this phase is two documents: a Project Scoping Document, and a Technical Design Document. The Project Scoping Document lists timelines and resources required for the subsequent five deployment phases. It describes the client's infrastructure and internal architecture, provides a plan for integration, and ultimately describes the coming efforts required from both Afiniti and the client in order to deploy successfully. The Technical Design Document serves as the master plan for technology integration between Afiniti and incumbent client systems.

2. DATA DISCOVERY AND MODELING

A discovery phase to build a picture of available client data sources.

In the Data Discovery phase, the GDE team accesses and closely examines the client's data environment to understand the type, scope, and quality of their customer and agent data.

At a minimum, clients provide historical call outcome data relevant to the business metric being optimized. Clients also often provide additional data sources including CRM systems, billing and provisioning details, and relevant information sets about customers. If data is incomplete or formatted incorrectly, Afiniti's GDE team undertakes any work necessary to ensure that it is fixed.

Data is then sent from client systems to Afiniti each night to train and start powering the AI model. The more data that can be fed into the model, the better the performance, and the more consistent the data delivery, the better the continual artificial intelligence learning.

Ultimately, Afiniti looks at millions of calls that have occurred in a client's environment in order to build its AI models. The resulting output of this phase is an AI-generated estimate of performance, detailing the impact clients can expect to see from using Afiniti.

3. TELEPHONY INTEGRATION

Exploration to understand any pre-existing call flows.

In the Telephony Integration phase, Afiniti conducts detailed discovery on existing skills-based routing call flows and develops the necessary integration changes that accrue as a result. Additionally, Afiniti prepares for the physical connection of our systems to incumbent telephony and other peripheral technologies. This may include data space allocation, cabling, virtual private network (VPN) and other network routing designs.

Afiniti uses the results of the Data Discovery phase to start controlling call flow during the Telephony Integration phase, in order to intelligently and more efficiently assign callers to agents.

The outputs of this phase are the telephony call flow code, reporting, and other modifications necessary for telephony integration.

4. LAB TESTING

A testing phase where Afiniti tests its algorithm in a lab version of either the client's or its own environment.

In the Lab Testing phase, Afiniti will either deploy its integration within a client's lab environment, or, to the extent that such an environment does not exist, within its own. Extensive load testing will occur at this stage, along with an array of test and use cases, to ensure a seamless and durable integration. Lab Testing continues until all load and integration tests are passed.

The output of this phase is a Lab Testing Report that details all testing protocols undertaken and their results to demonstrate the readiness of the integration for

deployment in a production environment. An important component of the report is Afiniti's "fail-safe" review, in which testing ensures that calls seamlessly revert to their pre-Afiniti flow in the event that Afiniti is offline for maintenance, upgrades or other reasons.

5. PRODUCTION DEPLOYMENT

A methodical deployment within the production environment, ensuring zero disruption.

The Production Deployment phase occurs methodically and is subject to strict protocols to ensure zero disruption of existing client operations. Over a course of one to two weeks, various components of the lab integration are ported into the production environment. All such porting is done with Afiniti operating in "fail-safe" mode.

The output of this phase is a full deployment in the client's production environment with Afiniti operating in "fail-safe" mode, meaning that all calls still flow according to pre-Afiniti protocols.

6. GO LIVE

A gradual increase in running Afiniti until it is fully live.

The Go Live phase is a gradual increase in the duration that Afiniti's systems are fully live.

Initially, Afiniti's systems are run for short, five-minute periods when there is low call volume, such as late at night. Monitoring these periods ensures that there are no unanticipated outcomes or design issues within the production environment. If there are, they are corrected at this stage.

Next, Afiniti begins turning up the intensity of the system. The short intervals gradually increase over the next one to two weeks until Afiniti's AI models are running continually.

This is the final phase of Afiniti's technical deployment. The output of this phase is a fully functioning Afiniti integration, immediately delivering measurable improvements in contact center performance.

7. CONTINUING ENGAGMENT

The continuing relationship between Afiniti's GDE and AI teams and clients ensures continuous optimal performance.

After Afiniti deployment is complete, Afiniti's GDE and Artificial Intelligence teams continue to maintain a close relationship with their client counterparts. Ongoing cooperation between the two sides is critical to ensure optimal system performance.

Afiniti's artificial intelligence is continually learning and anticipates stability in its data environment. Afiniti closely coordinates with clients to ensure that any changes in the data environment are reflected in the integration. Similarly, Afiniti works with client marketing and operations departments to ensure that any anticipated significant shift in consumer or agent behavior is also reflected in Afiniti's modeling.

Finally, because Afiniti is with its clients for many years, the algorithms often continue to operate through client system upgrades, shifts in skills-based routing, introductions of new CRM platforms, and other changes to the contact center. The close relationships and communication between Afiniti and its clients ensure that all such changes occur seamlessly, and that Afiniti's AI evolves over time along with the telephony environment.