

DEPLOYMENT PROCESS AND CUSTOMER LIFECYCLE

OVERVIEW



The Afiniti deployment process is led by Afiniti's Global Deployment and Engineering or "GDE" team, which has successfully completed over 150 installations since 2006. The process typically requires between 60 and 90 days, and requires approximately 300 hours of client IT time distributed between database, network, and telephony experts. The process is divided into six phases, each between one and two weeks in duration.

Afiniti's deployment experience includes integration with all major telephony, database, and related contact center systems vendors. In many instances, Afiniti has an active cooperation and partnership with these providers.

In the Strategic Planning phase, Afiniti's Global Deployment and Engineering or "GDE" team leads structured workshops and design sessions to understand the client's technology 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 Afiniti cloud.

STRATEGIC PLANNING



The output of this Phase is two documents: a Project Scoping Document, and a Technical Design Document. The Project Scoping Document details timelines and Afiniti and client resources required for the subsequent five phases. The Technical Design Document serves as the master plan for technology integration between Afiniti and incumbent client systems.

DATA DISCOVERY AND MODELING



In the Data Discovery and Modeling phase, Afiniti builds a picture of available data resources within its client. This picture is assessed for completeness, and then if any development work is necessary to ensure data is available and formatted appropriately is undertaken.

At a minimum, this phase results in the availability of historical call outcome data appropriate to the business metric being optimized, a process of nightly data delivery from client systems to Afiniti that allow for continual artificial intelligence learning.

Commonly, this phase also results in a detailed understanding of the client's customer relationship management, billing and provisioning, and other data systems for inclusion into Afiniti's modeling process.

The output of this Phase is a first artificial intelligence derived estimate of anticipated Afiniti performance.

TELEPHONY INTEGRATION



In the Telephony Integration phase, Afiniti does detailed discovery on existing skill based routing call flows and develops the necessary integration changes that accrue as a result. Additionally, Afiniti does the detailed discovery and preparation required for the physical connection of Afiniti's systems to incumbent telephony and other peripheral technologies. This may include such items as data center space allocation, virtual private network and other network routing design, and cabling.

The output of this Phase is the telephony call flow code, reporting, and other modifications necessary for telephony integration.

LAB TESTING



In the Lab Testing phase, Afiniti will either deploy its integration with 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, together with an array of test and use cases to ensure a seamless and durable integration. Lab Testing continues until all load and integration tests have passed.

The output of this phase is a Lab Testing Report that details all the testing protocols undertaken together with their results, underscoring 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.

PRODUCTION DEPLOYMENT



The Production Deployment phase occurs methodically and subject to strict protocols to ensure zero disruption of existing 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 “failsafe” mode such that calls continue to flow according to their pre-Afiniti protocols.

The output of this phase is a full deployment in the client’s production environment with Afiniti operating in “fail-safe” mode and calls still flowing according to pre-Afiniti protocols.

GO LIVE



The Go Live phase is a gradual increase in the duration of time that Afiniti’s systems are fully live. Initially, Afiniti’s systems are run for a five-minute period over a period of known low call volume, such as late night on a weekend. This interval is gradually increased over a period of one to two weeks until Afiniti is running continually. If there are any unanticipated design or deployment issues that are revealed in production, they are corrected at this stage.

This is the final phase of Afiniti’s deployment. The output of this phase is a fully functioning Afiniti integration, immediately delivering performance improvement.

Even though Afiniti deployment is complete, Afiniti’s GDE and Artificial Intelligence teams continue to maintain a close association with their client counterparts in the telephony as well as data areas. Ongoing cooperation between the two sides is critical to ensure optimal system performance.

CONTINUING ENGAGEMENT



Afiniti’s artificial intelligence engine 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 will work with marketing and operations departments to ensure that any anticipated significant shift in consumer or agent behavior is also reflected in Afiniti’s modeling.

Finally, most clients will change their telephony environment over time, including system upgrades, changes in skills based routing, introduction of new customer relationship management systems, and so on. Afiniti’s GDE team maintains a close ongoing relationship with its client counterparts to ensure that all such changes occur seamlessly.