

Asurion iRise Case Study

Presented by:

Ellen Baker

Business Analyst

October 11, 2007

Asurion

- Is a privately held company that offers end-to-end solutions with customer contact centers in Texas, Tennessee, Missouri, Kansas and New Brunswick, Canada.
- Over 5000 employees
- Services include:
 - Handset and device protection programs including handset insurance and warranty management to protect against loss, theft, damage and malfunction of wireless devices
 - Roadside Assistance services cover automobile emergencies, including flat tires, lockouts, dead batteries and breakdowns.
 - Customized solutions designed to meet new industry challenges
- Saves more than half a billion dollars for customers annually
- Repairs hundreds of thousands of wireless devices annually
- Serves over 60 million wireless subscribers

Asurion IT

➤ IT services:

- Call center applications
- Risk/Fraud initiatives
- Financial Applications
- HR applications

➤ IT Model:

- Microsoft Solutions Framework (MSF) is the process followed.
- Approximately 25 business analysts across the company
- Uses the offshore model of developers with lead developers onsite
- Approximately 200 IT projects in process at any point in time

Challenges

- Slow project cycle
 - Rework
 - No traceability
- Communications need improvement
 - Projects not properly visualized
 - Test cases not complete
- Different types of development
 - Web pages
 - IVR call flow

What we learned using iRise

- Improved traceability
 - Tool displays requirements on the simulation
 - Automated Version Control
 - Auto-generates Development documentation
 - Changes to one “field/requirement” automatically updated throughout
- Import is simple and reuse is high
 - Can import data from multiple sources
 - Can import screens
- Visualization = rework done in planning
 - Able to distribute interactive, useable simulation to broad audience
 - Higher quality and quantity of feed than with written documentation
 - Found examples where test cases were missing and corrected in planning
- Simulations not limited to Screen flows
 - IVR call flows
 - Web pages

Decision criteria

- Two analysts trained in two days
- Created a complete simulation with data and requirements in a week
- Fees are only for users of system i.e. Business Analysts
- Integration with other tools and methodologies available
- Data stored on a shared server

Process

- Authors of the iRise documents are the Business Analysts.
- Two analysts on active projects used iRise for the evaluation. After the evaluation 8 BAs were trained.
- Validation has been achieved by taking the iDocs to the Customer Service Representatives and letting them input test cases. They were timed while inputting the cases.
- iDocs were an invaluable tool for working with the business, development and QA teams. We discovered missing test cases in the planning stage rather than the testing stage.

Process continued

- Simulations were used throughout the entire lifecycle of the projects.
- Business Requirements are reviewed by project team members from the Risk/Fraud and Finance departments
- A library of all current web pages was created in iRise.
- iRise is now the standard to be used for Conceptual Design documents.
- The Business Analysts use the library pages as a basis for any change that is needed.
- The iDocs are then incorporated into the Conceptual Design document for review.

Results

- Stakeholders loved the simulations.
- Missing test cases were found in the planning phase.
- Projected 15 second reduction in handle time of calls and achieved 22.3 second reduction by deploying quick fixes and now project an additional 24 second reduction.
- Developers were able to use screen shots to code from with fewer questions.
- BAs have a code base to work from and do not have to recreate screen images for every project.

iDoc

- The iDoc was used for the Ergonomic Project which combined 11 web pages into 6 pages.
- The iDoc was taken to the CSRs to use to see if the screens flowed, if they had any problems and to time the savings of handle time.
- We were able to tweak the pages while still in the planning phase to flow better.
- Our iDocs look exactly like the developed webpages down to radio buttons, drop down boxes, screen pop-ups.
- The screens and flow were built in a week.
- The iDoc was used for review by the business, developers and QA groups.