

NetBorder Call Analyzer and compliance to OFCOM's "Revised statement of policy on the persistent misuse of an electronic communications network or service"¹

What is the OFCOM Statement?

As of September 10, 2008, U.K.'s Office of Communications clarified the policy of controlling the number of nuisance calls by automated outbound calling systems. In this revision, the calculations for nuisance calls must now include calls to live respondents that are wrongly classified as answering machines (false positive Answering Machine Detection or AMD). As such, it is critical for outbound contact center operators to control the level of AMD false positives, in order to stay in compliance with regulation and avoid paying penalty fees.

The total number of nuisance calls has to be kept at all times below 3%, which means the AMD false positive rates needs to be well below that mark. While OFCOM does not prohibit the use of AMD technologies, it also recognizes that at current accuracy rates (per respondents in the consultation process), it is very difficult to use AMD technology without breaching the guidelines.

What is the impact?

The outcome of turning off AMD technology in the contact center has tremendous operational costs increases due to the larger amount of answering machine calls being connected to live agents and thus a reduction in efficiency, the need to staff more agents, etc.

What is NetBorder Call Analyzer?

Paraxip's NetBorder Call Analyzer is a product based on a break-through, patent-pending technology for Call Progress Analysis (CPA), to automatically classify outbound call attempts (live response, answering machine, no answer, etc.). The new technology is based on advanced pattern recognition techniques and statistical models of outbound call attempts. The NetBorder Call Analyzer provides breakthrough CPA accuracy and response time compared to other technologies.

One of the unique attributes of Paraxip's statistical method for CPA is that it is based on the concept of confidence measures for all potential outcomes of a call. As an outbound call is being



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analyzed, the Netborder CPA engine starts computing probabilities against all possible outcomes for that call. Once it has reached a configured threshold for a given outcome, it passes this result to the automated outbound calling system. This means that the product will provide a result ('live' answer vs. answering machine for example) only if it reaches a certain confidence in its answer. For instance, Call Analyzer can be configured to provide a result of 'live answer' as soon as it is 70% confident a live human has answered the call. Also, one could configure Call Analyzer to provide an AMD result only when NetBorder is 99% confident (statistically) that an answering machine has answered the phone. This level of CPA control is unmatched by any other technology in the industry.

How can NetBorder help me with OFCOM's policies?

By configuring NetBorder to provide AMD results only when obtaining great confidence in its results, outbound contact center managers can effectively control the level of AMD false positives to ensure they remain within regulation. For instance, by setting the confidence threshold on AMD results to very high levels, outbound applications can get statistically very few false AMD results. This means that NetBorder can effectively help managers stay compliant with regulations, while at the same time getting unmatched agent efficiency gains for agents in outbound campaigns with the use of Paraxip's CPA technology.

Conclusion

Because of recent changes in regulations, contact center managers in the U.K. have a choice of either turning off AMD features of their outbound systems and thus greatly affecting the efficiency of their operations, or use a confidence-based technology such as Paraxip's NetBorder Call Analyzer to yield the full benefits of AMD while controlling the number of false positive AMD results in order to stay in compliance.

For more information

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¹ Document can be found at : http://www.ofcom.org.uk/consult/condocs/persistent_misuse/statement/