

JetBlue Keeps Call Quality Visible with Nectar DXP



Evolving Remote Work to Serve Customers

JetBlue Airways is one of the preeminent airline carriers in North America operating out of six Focus Cities: Boston, New York, Ft. Lauderdale, Orlando, Los Angeles, and San Juan (Puerto Rico), flying to destinations within the United States, the Caribbean, Latin America, South America and Europe. JetBlue has a longstanding history of innovation and impeccable customer service; from the first airline to offer all passengers personalized in-flight entertainment at no additional cost, to unlimited snack offerings and comfortable legroom.

While JetBlue's HQ is in the New York metro area, their Avaya contact center infrastructure is in two data centers. From the beginning, JetBlue was a pioneer with using work-from-home customer support crewmembers that were located in Salt Lake City and Orlando. They used an Avaya solution and would initiate a call from Verizon PSTN circuits to the agent's home phone line. Audio went through PSTN while agent remote desktop VDI session went through the internet. They operated like this for 10+ years. They had tested pure VOIP but experienced quality issues for some agents and had no tools to monitor, identify or diagnose them.

The goal is to allow crewmembers to drop their home phone number which would give the ability to start to recruit from outside the two main locations, giving them a larger staff when bad weather or peak seasons cause spikes in customer service activity.

At a Glance

Partners

- JetBlue
- Nectar
- Avaya
- Verizon

Requirements

- Give remote crewmembers the ability to determine their own home network health.
- Allow contact center leadership to make business decisions based on current call quality.
- Arm IT with the opportunity to be proactive.

Results

- Pinpoint ISP outages quickly.
- Troubleshoot continuing call quality issues with specific crewmembers.
- Allow home-based crewmembers to no longer carry PSTN lines.



"The Nectar solution has helped us quickly identify ISP outages that are geographically located for our home-based customer service crewmembers. Historically an ISP outage would require our voice team to spend a lot of time troubleshooting our equipment as well as trying to find commonalities in location and internet providers, before we would attribute it to an ISP outage. Now we can quickly identify and confirm with testing results if the problem is occurring outside our network and at our crewmembers' home location."

Loni Williams - Manager IT Telecommunications, JetBlue

Stakeholder Requirements

Crewmembers



Provide agents clear and helpful information such as:

- Visibility into the health of their home network connection.
- The root cause of any technical issues.
- Steps required for initial troubleshooting.

Supervisors and Leadership



Give helpful insight into their remote teams to:

- Easily identify individuals that experience frequent technical issues.
- Make business decisions based on call quality.
- Train their crewmembers to resolve basic problems.

IT Teams

Provide IT Support additional tools to:



- Proactively monitor Crewmembers' at-home networks.
- Show root cause analysis to reduce MTTR for L1/L2 support.
- Quickly identify ISP outages by location or provider.

Making it Happen

With their partners Verizon and Avaya, JetBlue worked with several vendors for initial proofs-of-concept and eventually chose to execute a larger, follow-up POC with Nectar not only due to Nectar's ability to fulfill JetBlue's requirements but to also provide an easy-to-use, customizable, end-to-end view of the entire JetBlue infrastructure (from the Avaya platform through the entire IP network down to the individual endpoint) using Nectar's Digital Experience Platform (DXP) and Endpoint Client technology. During this production POC, Verizon and Nectar were tasked with not only meeting the requirements list but also complying with JetBlue's stringent security and data privacy requirements--especially given the remote status of JetBlue's crewmembers.

Over the course of several months in 2021, as JetBlue and many other airlines recovered from the pandemic, the POC went live. JetBlue, Avaya, Verizon, and Nectar worked diligently with the JetBlue IT organization, as well as with at-home crewmembers, to ensure a successful rollout of the solution to a select community of agents geographically spread out between two contact center focus cities utilizing various carriers, at-home wireless and endpoint technologies. The team worked very closely with JetBlue IT and security personnel to ensure that appropriate communication paths were opened for all the requisite components to function—while continually complying with JetBlue's policies along the way.

How Nectar Helped

In combination with the Nectar roll-out, a new Avaya Agent for Desktop solution was rolled out to the HP thin clients which enabled split media control. The Dual SIP registration enables Citrix VDI based AFD to register for call control while the local Thin Client registers via Avaya Session Border Controller for Enterprise over internet for direct media to agent. This solution enables home-based crewmembers' audio to go direct from home to Verizon data centers where Avaya platforms are hosted in Avaya Enterprise Cloud.

The Nectar Endpoint Client immediately began testing home-based crewmembers as the new solution was rolled out, months before they went live. Homes whose broadband internet did not meet the requirements for quality VoIP communication were identified along with crewmembers that continuously had bad network tests. This enabled JetBlue to work with those crewmembers and their ISP to resolve those issues. Now, when new JetBlue crewmembers are hired, the Nectar solution enables individual network assessments, assuring that these crewmembers' home networks meet or exceed the requirements to provide a quality service.

Next Steps

JetBlue has utilized Nectar technology to seamlessly provide visibility to this growing environment along the way. JetBlue does have the intention to further utilize Nectar's AI technology and utilize the unique Nectar Health Score data (which provides a single easy-to-understand 0-to-100 score measuring of the health of complete communications environment for each individual crewmember) to make proactive, automated decisions about a crewmember's ability to communicate effectively prior to allowing that crewmember to actively accept incoming customer inquiries. Nectar, Verizon, and Avaya will continue to work alongside JetBlue's leadership to refine the solution as JetBlue continues to expand and enhance their customer service capabilities.



*"During the POC, we were able to test the **value of Nectar** by identifying a crewmember who was experiencing latency and network issues.*

*We were able to see in Nectar that the crewmember was **constantly having failed tests**.*

The supervisor worked with the crewmember on having their internet provider check their home set up, and after that we saw their connectivity tests improve.

*It was then that we knew we **made the right decision** to move forward with Nectar."*

*Junior Guimaraes
IT Project Manager, JetBlue*



About

JetBlue is a United States low-cost airline based in New York City and maintains corporate offices in Utah and Florida. JetBlue operates over 1,000 flights daily and serves over 100 domestic and international network destinations in the United States, Canada, Mexico, the Caribbean, Central America, South America, and Europe. Visit <https://www.jetblue.com> for more information.

Nectar Services Corp. delivers market-leading software solutions that empower enterprises to dramatically improve management, visibility, and service delivery across Voice-over-IP (VoIP), SIP and MPLS networks and across integrated voice, video, collaboration and contact center solutions. Nectar provides critical performance information to executives and technical resources supporting the most popular platforms from Avaya, Amazon, Cisco, Five9, Genesys, Microsoft, Zoom and more. Contact us at <https://www.nectarcorp.com>.

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