



EBOOK

Building a Better Customer Experience



EARLY
RELEASE

CHAPTER
ONE

True Stories from the Front Lines of
Continuous CX Improvement



“My engineers get alerts and the technical details they need to resolve the problem quickly, while my executives get a roll-up to understand the big picture and business performance.”

—Richie Gass, Sr. Mgr. Telephony and Conferencing Services, IT, Blue Shield of CA



1 Work Smarter, Not Harder

Today’s businesses are recognizing the need to develop digital solutions that improve internal efficiency and meet the CX demands of today’s consumers. However, repeatedly testing and monitoring all systems can drive up costs by consuming time, resources and manpower. The more manual testing is done, the more likely teams are to miss critical failures or even introduce additional errors. How can you ensure that you’re delivering CX that meets and exceeds expectations in a way that will scale with your existing resources and operations? The answer is **automation**.

OBJECTIVE | **Work Smarter, Not Harder**



Assurant, an insurance company with about 15,000 employees, relies heavily on IVRs to route callers to the most appropriate agent, and help address straightforward, commonly asked questions that would otherwise need to be answered by a live agent.

“We like the fact that once we got our cases set up and dialed in, then we can do our work to set up the cases in a day, and we could just click ‘run.’ After hours, Cyara will run the cases for us, and we can come into results the next day.”

—Mark Shaw, SVP, Assurant

The Challenge

Assurant determined the need to update one of its legacy IVRs to make it more customer-friendly, and to enable it to handle various types of transactions relevant to two different units of business. The team needed to ensure that each path taken by a customer throughout a typical transaction case could thoroughly resolve their issue or connect them with an agent who could help.

The Solution

Assurant’s team set up automated test cases using the Cyara Platform to verify the functionality of each path prior to launching the rebuilt IVR. All testing was successfully conducted by only a few team members in the span of a single day.

- **Rebuilt and tested multiple IVR paths handling varying transaction types**
- **Conducted full testing with only a few individuals rather than the entire team**
- **Cut testing time by at least 50% compared to manual testing**



Q: How has Cyara helped improve the quality of your CX?

“It has improved our approach to testing, allowing for more complete testing. And because the testing is easily repeatable, we find we also test more often.”

—Contact Center Technology Professional, Large Enterprise Insurance Company

OBJECTIVE | **Work Smarter, Not Harder**



CGI is a global technology services organization with about 78,000 agents worldwide. Their 24/7 production monitoring team oversees the operation of around 40 separate applications, including IVR channels for a major US-based banking organization.

“Our team is spending very little time doing hard work; we have moved to doing smart work—getting the notifications and reacting to it, adjusting our test cases. Maintenance has become easy.”

—Sandeep Singh, CGI

The Challenge

The IVR application for one of CGI’s major banking clients was monopolizing a great deal of the team’s time with inefficient manual testing. In addition, an outdated notification system required a member of the team to open and manually fill out a ticket whenever they encountered an issue.

The Solution

By implementing Cyara, CGI was able to automate all of their client’s IVR validation scripts and run thorough tests every 15 minutes, resulting in higher confidence that errors were being caught quickly. They were also able to phase out the manual ticketing system. Now, anyone who needs to be alerted of issues receives an automatic notification via email or a text, accelerating their ability to respond and resolve the problem.

- Implemented continual testing every 15 minutes
- Phased out manual ticketing system
- Enabled automatic mobile notifications of issues



“We utilized automation pieces, including Cyara, to go back and just do as much as we can—just running the scripts, walking away, working on other things—and then coming back to see if there was a break in the source.”

—Robert Sullivan, SVP of Shared Services, Agero

OBJECTIVE | **Work Smarter, Not Harder**

A leading bank with 32,000 employees and offices in 15 countries includes both retail and private banking divisions. Their overarching vision is to satisfy both fundamental customer needs and provide a “wow” factor in the customer experience. Three key pillars are central to achieving this vision: increase productivity of their development resources, drive efficiency, and reduce costs.

“We could easily use Cyara as a tool to translate all of the design requirements docs into the test case flows, with dramatic savings in resources.”

—Managing Consultant, Platform Provider, Leading Financial Institution

The Challenge

The organization was battling inefficiencies in the way updates and improvements were made to call routing processes and their IVR system. In order to test local language IVR paths, the bank’s

onshore and offshore development teams needed to contract native speakers to perform manual testing whenever changes were made to the IVR. This process slowed release cycles and limited their ability to respond with necessary fixes tied to the customer experience.

The Solution

The organization embarked on a journey to DevOps that centered around automation. Their initial objective was to automate and expand on their existing testing scripts, and then integrate automated testing into their release cycle pipeline. Within just six months of adopting the Cyara Platform, they were able to fully automate their CI/CD process as well as eliminate manual testing from 70% of their IVR regression testing suite.

- **Automated 70% of IVR regression testing**
- **Reduced and reallocated testing headcount to higher value projects**
- **Shortened release cycles from 8 weeks to 2-3 weeks**



Automated vs. Manual Testing

76% of organizations surveyed were able to reduce their testing time by half or more

One Fortune 100 financial services company reduced their testing time by over 90%

Cyara Helps Businesses Achieve Better CX

Cyara offers the only automated CX assurance platform that spans the entire development lifecycle for contact center technology, making it possible to test more, in less time, with less effort, at a lower cost—while reducing the risks associated with time-consuming, error-prone, manual processes.

Why Cyara

When asked why they chose the Cyara Platform for automated CX testing and monitoring, Cyara customers mentioned these advantages:



Easier to Use



Single Platform



Richer Functionality



Easier to Maintain



Dedicated Customer Success Team



Want to Know More?

Discover how Cyara can help your organization improve productivity, shorten release cycles, and build better experiences that fuel long-term loyalty.

Contact us today to schedule a consultation or demo!



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