



EBOOK

Building a Better Customer Experience



True Stories from the Front Lines of
Continuous CX Improvement

Customer Experience in an Era of Digital Transformation

We live in a world where continual improvements in usability, functionality, and reliability from a product or service perspective are no longer complete guarantees of brand loyalty. Across industries, the status quo has shifted from reactive customer service to implementing **proactive customer experience** that encompasses the end-to-end customer journey.

As a result, customers now have increasingly limited patience for any failure or misconnection that interferes with a seamless experience. Of customers surveyed recently¹:

- **46% expect a response within 5 seconds or less when using a chatbot**
- **43% expect the same using online live chat**
- **33% when using a phone or video call**

This need for both quality and immediacy translates into an urgency on the part of all businesses to up-level customer interactions. To be a disruptor amid heightened customer expectations, businesses must focus on delivering experiences that are not only efficient and effective, but **pleasurable, meaningful and convenient**.

Even if all other elements of your business are performing flawlessly, you cannot afford to fall short on CX. So 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?



Sources:
1. [Drift Insider](#)
2. [Microsoft](#)
3. [CustomerThink](#)
4. [Accenture](#)

Building CX Quality into Every Customer Touchpoint

Digital transformation is the way forward in customer experience. 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.

Businesses that follow an Agile or DevOps methodology know that **automation** is the key to achieving faster release cycles, optimizing teams' time and skillsets, and increasing overall customer satisfaction through a higher quality CX.

But even organizations following more traditional or waterfall processes will see major benefits by automating large segments of their testing and monitoring, enabling their teams to spend more time and effort on new feature development and new value creation.



This eBook traces the outcomes of successful organizations who elevated the quality of their CX with the help of these **key automation objectives**:

1. **Work Smarter, Not Harder**
2. **Enable Continuous CX Improvements**
3. **Confidently Deploy New Initiatives**
4. **Prevent Issues from Escalating**
5. **Optimize the Customer Journey**



“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

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%



“We’re taking a big chunk of time out of the overall innovation cycles.”

—Robert Sullivan, SVP of Shared Services, Agero



2 Enable Continuous CX Improvements

OBJECTIVE | **Enable Continuous CX Improvements**



Oracle's 135,000+ employees serve customers around the globe, helping organizations collect, organize, and visualize data to deliver a competitive advantage.

"We almost have a daily release. And after that release, we test both things: the new feature, as well as the regression which was working in the past so it should not break. That cycle is now so smooth."

—Vishad Garg, Senior Manager, NGCC Development, Oracle

The Challenge

To meet the growing scale of their business and customer engagement needs, Oracle was tasked with sourcing, evaluating and migrating to a new cloud-based contact center solution.

The Solution

Oracle's teams adhered to an Agile process to achieve rollout of the new platform on an accelerated timeframe, and relied heavily on automated testing to ensure all systems were working correctly. Where they saw the greatest value was through "automating the automation," a process of data-driven testing that replaced the need to manually write thousands of potential test cases.

- **Deployed a new cloud contact center solution in under half the anticipated timeframe**
- **Saved over 500,000 manhours through automation and enhanced productivity**
- **Achieved touchless, continuous testing in the deployment pipeline**



"Cyara has allowed us to focus on the more important aspects of the software development lifecycle (SDLC)."

—IT Operations
Professional, Fortune 500
Telecommunications Company

OBJECTIVE | **Enable Continuous CX Improvements**



The Australia and New Zealand banking group is focused on improving the financial wellbeing of their customers, having the right people who listen, learn, and adapt, putting the best tools and insights into their hands, and focusing on things that really add value to customers.

“When you’re building, you need assurance that what’s been built works as well.”

—Matt Butler, ANZ Bank

The Challenge

With 2 million customers making 450,000 unique journeys per month, the bank wanted a better understanding of where to invest in technology that would help them differentiate based on customer experience, while maintaining a continual focus on cost and speed to market.

The Solution

ANZ mapped customer journeys that spanned 7 communication channels, identifying customer expectations and integrating new speech recognition and voice biometrics technology that could provide the right amount of human touch at the point when it was needed most.

- Identified the unique needs of customer demographics using digital and voice channels
- Implemented speech biometrics and voice IVR solutions
- Improved first call resolution rates



[WATCH: Matt Butler on Agile and DevOps](#)



Using Cyara, a Fortune 500 financial services company has:

Reduced testing time by

80-90%

Increased test coverage by

7-9x

Reduced development cycles by

80%

OBJECTIVE | **Enable Continuous CX Improvements**



One of the largest health benefits organizations in the US, Anthem companies offer integrated health care plans, life and disability insurance, dental, vision, behavioral health, long term care insurance, and flexible spending accounts. Over 73 million people are served through affiliated companies, with 40 million people served through its family of health plans.

“We had kept an optimal target when we started off, wherein we said, at least 70% of the automation of all our test cases need to be automated. Today, we are much more than that.”

—Maha Chandran, Senior Advisor for Solutions Engineering, Anthem

The Challenge

Anthem set a goal of increasing the speed-to-market of innovative solutions designed to improve their members’ access to plan information. However, their existing development and testing processes were very manual, lengthy and sequential. The team’s legacy testing tools were not sufficient to support adoption of Agile processes.

The Solution

The Cyara Platform enabled the team to deploy faster and increase their test coverage, with testing beginning at the planning phase of an initiative. Automation has helped reduce costs by improving quality and increasing productivity, using fewer resources.

- **Achieved +98% test coverage**
- **Increased operational efficiency by 20%**
- **Enabled CI/CD and decreased release cycle times by 30%**



“My vision is to reduce the human effort to as minimal as possible on my release cycles so that I can be using that towards doing new things. Maybe building more transformation work, digital transformation work.”

—Ankan Mukherjee, Director of Engineering, Healthfirst



"We have seen a much faster time to market with less manual tasks, thereby freeing up resources for more complicated work."

—Contact Center Technology Professional, Large Enterprise Banking Company



3 Confidently Deploy New Initiatives

OBJECTIVE | **Confidently Deploy New Initiatives**



Capital Group is one of the world's oldest and largest financial institutions, with over 7,500 associates focused on delivering superior results for long-term investors.

“Our confidence level in the results of our testing has skyrocketed.”

— Jose Hernandez, Contact Center Technology Professional, Capital Group

The Challenge

In response to COVID-19, Capital Group needed to quickly transition its entire contact center workforce to home-based operations, ensuring that all agents had the necessary technology and equipment to continue assisting customers remotely. Such a huge shift within a short, two-week period created issues with voice quality

that needed to be individually tracked down and addressed. From physical distractions and background noise in an agent's environment, to issues with the agent's carrier or ISP, Capital Group needed visibility into the root cause of every quality issue.

The Solution

Fortunately, Capital Group had already begun adopting Agile practices, which enabled teams to apply many of the same Agile concepts to their enablement of work-from-home systems. Cyara's ongoing, automated testing was especially critical to their success. As they set up hotlines for customers to request assistance, they implemented continual testing to make sure the VPN could handle the call volume.

- **Shifted all contact center agents to at-home working**
- **Resolved voice quality issues**
- **Ensured network could accommodate increased call volume**



“We were able to make necessary changes to quickly test and make sure things were working correctly. And that's where Cyara made a huge difference for us because we had so many automated testing suites put together that we were able to test a lot of this new functionality very quickly.”

—Cheryl Parsons, Application Dev. Mgr, Capital Group

OBJECTIVE | **Confidently Deploy New Initiatives**

A US-based direct sales organization facilitates and processes orders for over 80,000 independent consultants, providing efficient customer service that enables sellers to pass on that efficiency and brand satisfaction to their own buyers.

“With Cyara, we could write the scripts ourselves and get the intervals that we wanted for the test cycles. The support was there if needed, but we were ultimately able to write the scripts ourselves.”

—Manager, Consultant Support, Direct Retail Sales Organization

The Challenge

To help manage thousands of inbound calls and variable peak hours, the organization had implemented a new SIP-based contact center routing

platform. However, a misconfiguration between their carrier and data center was throttling their call routing by 50%. Meaning, routing would have reached maximum capacity at only about half of the available call volume.

The Solution

Upon conducting a load test with Cyara to simulate inbound performance, the teams discovered and corrected the configuration issue. Had it gone undetected, the business would have faced serious delays in order processing and support. Instead, all calls routed successfully to available agents who were able to provide expert customer service.

- **Resolved 50% capacity restraint**
- **Reduced testing lead time from two weeks to last minute**
- **Improved calls-per-second metric across contact centers**



“Cyara enabled us to move to Agile with a comfort of Quality Assurance on the code we are releasing.”

—Contact Center Technology Professional, Global 500 Retail Company

OBJECTIVE | **Confidently Deploy New Initiatives**

A global financial organization with over 900 locations and 300,000 employees believes in delivering sustainable outcomes for their customers, colleagues, and community. One of their key initiatives is to create simpler, more seamless digital banking to enable their 9 million customers to get things done faster.

“It was all about getting the solution as robust and user friendly as possible before releasing it to customers. It is very important to mitigate risks associated with poor customer experience and/or technology systems failure.”

—Direct Voice Channels Program Mgr,
Global Financial Services Company

The Challenge

Too often, the organization found that customers were reaching the wrong agents or departments when navigating

their IVR. To avoid a lengthy menu of options and help reduce manual transfers, they planned to add speech recognition technology to the IVR that could understand and more quickly route a much broader spectrum of common customer requests.

The Solution

As part of the implementation process, a team of testers was designated to ensure the IVR was able to accurately derive the right meaning from spoken phrases, checking specifically for “functional and business outcomes” that made sense in the context of a call. Every time they made a change to the speech recognition engine, or made targeted changes to the system, the team ran a baseline test to verify it was working correctly.

- **Improved contact center efficiency**
- **Reduced manual call transfers and hold times**
- **Improved customer satisfaction with the IVR experience**



“If we didn’t have Cyara, we would have never been able to go Agile! Cyara has transformed our business as we can now roll out changes and test to the feature level in minutes.”

—Customer Service
Professional, Major US Retail
Organization



"Cyara Pulse allows us to know something is wrong before our callers discover a problem."

—Contact Center Technology Professional, Large Enterprise Telecommunications Company



4 Prevent Issues from Escalating

OBJECTIVE | **Prevent Issues from Escalating**



Healthfirst, New York's largest not-for-profit health insurer, offers high-quality, affordable plans for its 1.6 million members and over 40,000 providers.

“Partnership, collaboration, transparency, and communication. I think those are the four things that we focused on.”

—Ankan Mukherjee, Director of Engineering, Healthfirst

The Challenge

Healthfirst's contact center operations team uncovered an opportunity for improvement that would directly affect their members' experience. At times, issues with the IVR occurred overnight and would not be discovered until teams arrived in the morning. They needed

the ability to proactively perform health checks to identify and fix any issues with audio quality, prompts, or call routing, before members encountered them and reported them as incidents.

The Solution

Healthfirst used the Cyara Platform to implement a series of automated IVR tests that run early in the morning and conclude before 9 a.m. so teams would be aware of any issues before starting work. They also began performing ongoing checks at several points throughout the day and on weekends. Healthfirst has virtually eliminated its dependency on manual testing, and releases continual updates every month that improve the experience of their members.

- **Detected any issues during off-hours with automated health checks**
- **Virtually eliminated reliance on manual testing**
- **Reallocated resources to focus on higher value CX initiatives**



Q: How has Cyara impacted your organization?

“No unmonitored outages first thing in the morning.”

—IT Operations Professional, Enterprise Telecom Company

OBJECTIVE | **Prevent Issues from Escalating**

A major US department store with over 750 retail stores nationwide maintains a sharp focus on delivering outstanding customer experiences. Their high-volume contact centers serve as a central point of customer interactions, providing both voice and digital support. Operationally, teams are undergoing an Agile transformation to accelerate development and innovation.

“While no one wants to see those alerts come through, we were able to escalate, find root causes, and get it resolved.”

—Customer Service Professional, Major US Retail Organization

The Challenge

On Black Friday, one of the most critical shopping days of the year, with hundreds of transactions in progress, credit cards stopped processing on both the retailer’s

website and in the contact center. At the same time, the operations team began seeing a spike in customer calls, with every fifth call carrying an abnormally long response time.

The Solution

Detailed information and recordings from Cyara’s monitoring platform revealed a number of concurrent problems—a server delay on their end, paired with a failure stemming from the third-party credit card processor connection. Without automated monitoring, a complex error like this could have easily taken hours rather than minutes to assess. As a result, teams were able to triage, partner with the third-party service, and take quick action to resolve the issue.

- **Detected a SEV1 error within 2 minutes of occurring**
- **Rapidly isolated and resolved the issue with a third-party system**
- **Minimized the impact to customer experience and revenue**



“Since implementing Cyara, the volume of issues that are reported in by our customers has gone down to zero. We know about the problems before customers do because Cyara has already alerted us.”

—Telephony Optimization Manager, US Retail Energy Company

OBJECTIVE | Prevent Issues from Escalating



Blue Shield of California is one of the state's largest health plan providers, serving 4.4 million members. Great customer care is essential, and a key part of that experience is ensuring that their CX technology systems remain up and running 24/7.

“We brought awareness to the IT and infrastructure teams to how their part played a bigger role in the whole.”

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

The Challenge

IT teams were monitoring individual pieces of technology at the device level, with no insight into each component's role in the overall customer experience. They had no clear visibility into the full impact of

an issue with voice quality, transaction completion, or IVR function.

The Solution

Cyara Pulse enabled teams to see granular, real-time details of each failure, including issues spanning multiple systems. They could then easily share details of an incident with colleagues responsible for other systems, leading to greater collaboration and faster resolution.

- Removed silos and improved internal collaboration
- Improved compliance monitoring executive-level dashboards
- Increased visibility and issue prioritization



[WATCH: Richie Gass on Testing Automation](#)

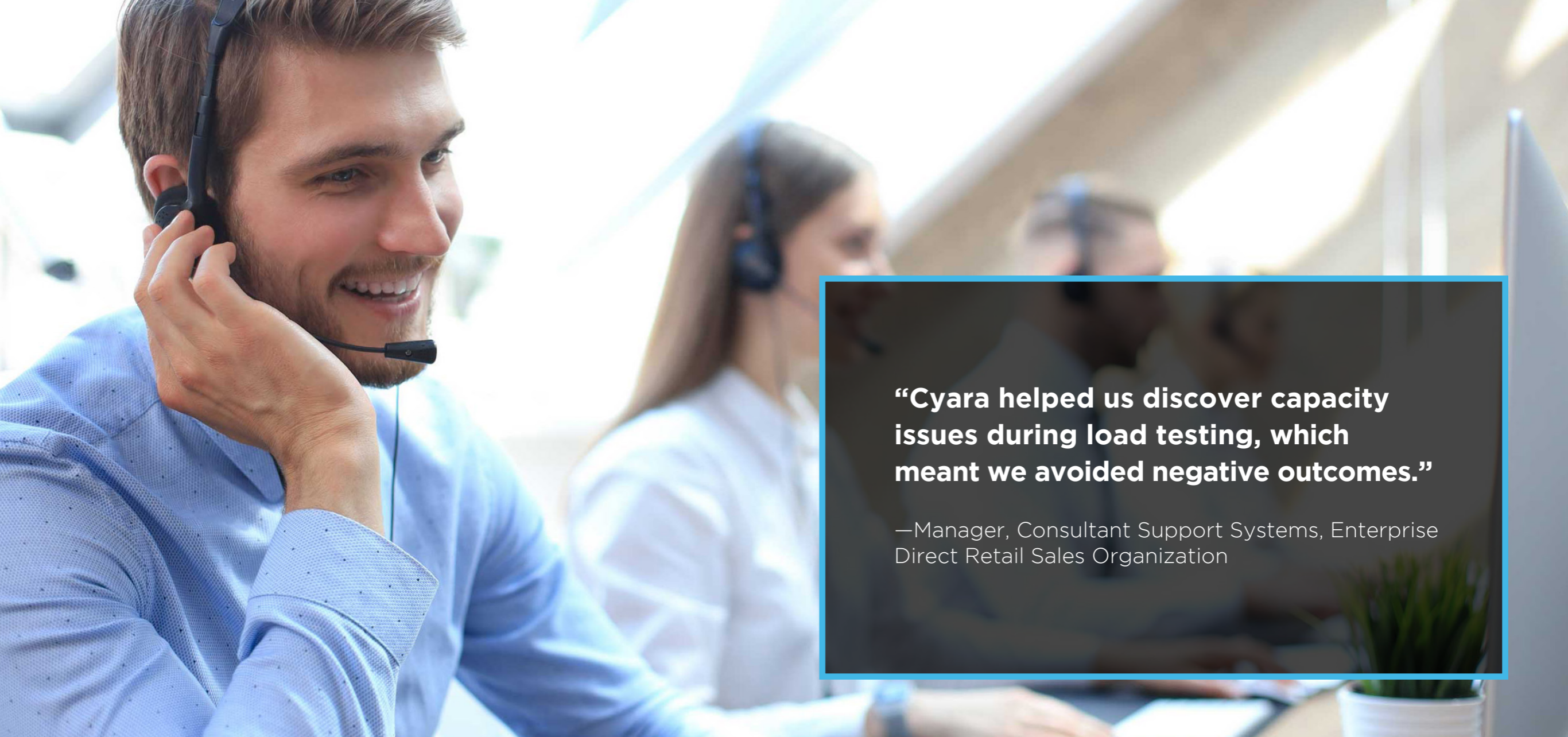


Using Cyara, a Global 500 insurance company has:

Reduced testing time by
60-70%

Increased test coverage by
3-5x

Reduced development cycles by
20-40%



“Cyara helped us discover capacity issues during load testing, which meant we avoided negative outcomes.”

—Manager, Consultant Support Systems, Enterprise Direct Retail Sales Organization



5 Optimize the Customer Journey

OBJECTIVE | **Optimize the Customer Journey**



More than 115 million drivers depend on Agero's white-label roadside assistance solutions that offer a full multi-modal solution connecting drivers with omnichannel customer service interactions.

"Cyara gives us confidence in delivering the service through digital tools that our clients are increasingly asking for, and providing consumers with more options when using our services."

—Robert Sullivan, Sr. Director, Agero

The Challenge

Multiple points of contact in an omnichannel solution meant covering many potential points of failure. Customers needed the context of their call carried over any channel transitions, in order to reduce response time and avoid errors in communication.

The Solution

Teams leveraged Cyara Velocity to automatically generate test scripts for each contact flow, ensuring automated tests would cover all customer paths. Then running end-to-end, synthetic interactions through Cyara Pulse ensured that all channel transitions worked seamlessly. Finally, teams began regularly reviewing call recordings as part of their ongoing platform analysis.

- Implemented 24/7 testing and monitoring of all channels
- Enforced round-robin monitoring on specific client call flows
- Accelerated release update schedule



[WATCH: Robert Sullivan on CX Automation](#)



"The Cyara Platform helped us test our main IVR application functions, mimicking human interaction using the phone system, reducing the need for manual testing."

—QA Professional,
Technology Industry

OBJECTIVE | **Optimize the Customer Journey**

Ranked at the top of its class in customer experience, a leading insurance company offers group health, employer group, individual, Medicare, and supplemental insurance plans. The company's range of clinical capabilities, resources, and tools combine to produce a simplified experience that makes health care easier to navigate and more effective.

"We did have to pivot. But then just as quickly, they were able to pivot back, pick up those roadmaps and the technology paths that they were on."

—Director, Enterprise Voice, Leading Health Insurance Company

The Challenge

Voice quality in calls with agents and in the IVR is a critical aspect of customer experience. This organization needed to identify the sources of voice quality issues in the agent calls and IVR as they were

making improvements to their IVR. They also needed to quantitatively assess the effect that different factors had on MOS (Mean Opinion Score) metrics, measuring subjective call quality for a call.

The Solution

Teams used the Cyara Platform to conduct voice quality tests through many different detailed scenarios that customers would likely encounter. The results revealed invaluable data that showed points in the customer journey where voice quality issues negatively impacted the customer experience and MOS, enabling the organization to develop a comprehensive plan to address these issues.

- **Discovered voice quality data for current and future state IVR with automated testing**
- **Located specific root causes of negative customer experiences**
- **Identified process and operational improvements**



"Cyara has significantly improved CX quality. Prior to using Cyara, we had 5% coverage. Since using Cyara, due to full coverage testing, we launch call flows with zero functional defects."

—Contact Center Technology Professional, Fortune 500 Automotive and Transportation Company

OBJECTIVE | **Optimize the Customer Journey**

One organization, a leading mobile telecom provider serving over 344 million mobile users worldwide, aims to be a digital champion of their industry by reinforcing their foundation, digitalizing their business and improving the overall customer experience.

“For the first time we are doing end-to-end testing of the customer experience. Cyara increases the quality of our IVR deployments and increases our time-to-market to just a few weeks. In addition, Cyara has enabled us to move to Agile development.”

—IT Project Manager, Leading Mobile Telecom Provider

The Challenge

The organization was planning upgrades to its IVR system that would help improve the accuracy, efficiency, and natural

language conversation capabilities of its key self-service channel. The team was under pressure to meet a tight development release date and were given only 3 weeks to implement. In the past, manual IVR testing would have taken 3 weeks alone to perform. The new IVR would require adding more testing to cover the new scope, which included speech recognition functionality.

The Solution

The team turned to Cyara’s automated solution, reducing testing time and allowing them to release the IVR updates on schedule. Quality has also improved, thanks to Cyara’s ability to increase test coverage and identify bugs throughout the testing process.

- **Decreased required regression testing time by 97%**
- **Elevated the quality of releases through error reduction**
- **Improved time-to-market and reduced development costs**



“We are quickly able to determine if IVR prompts are playing correctly and are audible. Both are key to CX and allow us as a business to be proactive and address issues before our customers are impacted.”

—IT Operations Professional, Large Enterprise Telecom Services Company

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



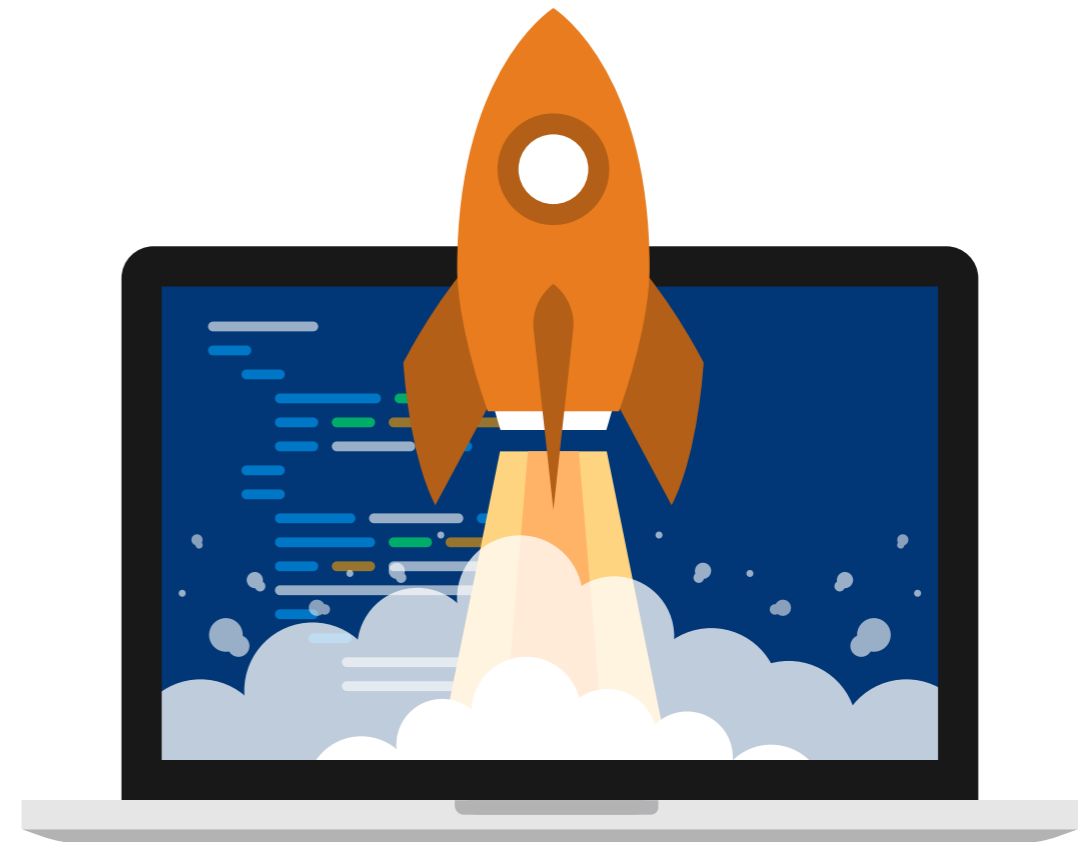
Richer Functionality



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!

Get Started