

# The Cyara Platform

Rapidly innovate at scale with confidence to deliver an exceptional customer experience.

## FEATURES

### UPGRADING CUSTOMER

- Migrating to IP infrastructure
- Adding new channels
- Consolidating centers or adding new sites
- Adding/Upgrading applications

### UPGRADING IVR

- Adding new IVR(s)
- Changing IVR vendors
- Creating an interactive map of your IVR
- Adding speech recognition technology
- Modifying IVR applications
- Generating test scripts

## Accelerate Innovation, Decrease Risk

You want to provide a superior customer experience through your contact centers — whether you're handling inbound calls or proactively contacting customers via phone, the web, or other media.

But it can be difficult to keep up with fast-changing expectations and make changes quickly, especially if you're still using manual testing processes or unable to test at every phase of your customer experience innovation lifecycle. For example:

- How can you scale your development across multiple channels?
- How can you be sure the change didn't create a new issue?
- How can you verify that the customer experience will hold up under heavy traffic volumes?
- How can you be confident the customer experience works exactly the way you designed it?
- How can you reduce the time and risk of development so you can focus on innovation?

Major organizations around the world use Cyara to rapidly innovate at scale, from planning, design, build, and deployment. These organizations have optimized their customer experience innovation process by introducing the comprehensive automated testing and proactive monitoring tools that make up the Cyara Platform. At Cyara, we call this optimized process the Customer Experience Innovation Lifecycle™, or CXIL™ for short.

## Comprehensive Testing: All Channels, All Levels

There is no question that many customer service organizations continue to test the customer experience manually. The question is why. Manual testing is a barrier to the rapid innovation required to be competitive in today's world of constant change.

Manual testing is time-consuming, labor-intensive, tedious, error-prone, inconsistent, costly, non-repeatable, and hard to measure. It exposes organizations to major technical and business risks that can negatively impact the customer experience, and it limits innovation. With the higher risk and higher costs of manual testing, organizations forego iterative improvements to the customer experience.

The Cyara Platform eliminates all the technical barriers to rapid innovation, enabling delivery of the right customer experience, every time. It automates development and post-production testing of the customer experience across all conversational channels, including outbound dialing to customers and prospects. And it provides the monitoring, scripting, reporting, administration, collaboration, and management portal for all contact center testing.

By using the Cyara Platform, our customers are able to deliver new capabilities on average 40 to 70% faster and more reliably than by using multiple tools and manual testing. The Cyara Platform provides the following core capabilities:

## BENEFITS

- Maintain consistently high satisfaction rates:** The Cyara Platform notifies you of issues with your IVR and associated applications so you can address them before customers are impacted.
- Automate testing for higher efficiency:** Every aspect of the customer experience is monitored — including flow, pacing, and call connection capabilities at scale — and you receive instant notification on a wide range of issues including unusual delays, busy tones, dropped calls, menu dead-ends, and much more.
- Easy to use and customize:** You can configure your system and build your Test Cases with an easy-to-use web interface, and easily set up service-level thresholds, call flows, alerts, and more.
- Reduce contact center costs:** The Cyara Platform ensures that calls are handled by the self-service application rather than agents, increasing efficiency and reducing costs without degrading the customer experience.
- Deploy it your way:** The Cyara Platform can be deployed as a Software-as-a-Service (SaaS) offering via the Cyara Cloud, or it can be deployed in your cloud, on your premises. Traffic can be blended between these options seamlessly.

## Validate Your Changes Across Channels

With the Cyara Platform you can perform comprehensive, automated functional and regression testing at the click of a button. That means you can validate that each and every part of your customer-facing application is delivering the experience you've designed — across IVR, speech, voice biometrics, voice callback, chat, web interactions, and work items — at a fraction of the time and effort of other testing methods.

You are now free to change IVR, web chat, and other customer-facing communication applications as frequently as needed, because the Cyara Platform can test the entire application automatically in as little time as just one hour. Equally important, you will know that any modifications to your applications have not negatively impacted other parts of the experience for customers. And you automatically receive notification of any failures, so you can accelerate any required fixes to ensure your schedule isn't impacted.

## Know Your Environment's Limits

With the Cyara Platform you can simulate the strain on your entire contact center infrastructure when you are at your absolute busiest times, verifying that spikes in volume or heavy workloads won't expose weaknesses to your customers in the form of an inferior experience. So, with decreased risk, you can go live with total confidence.

Whether you're planning a significant IVR application rebuild, implementing web callback, or rolling out an IP telephony platform, the Cyara Platform enables you to manage and mitigate risks — from customer experience errors to schedule slips to cost overruns.

## Monitor Your Production Environment

The Cyara Platform continuously monitors the availability and performance of your IVR and contact center, end to end, from a customer's perspective. If there is any variance between what you designed and what real customers are experiencing, you know about it instantly — so you can make any needed adjustments before customers are impacted. Now you can confidently relax knowing that your voice application and contact center are actually delivering the experience you intended.

## Map and Document Your IVR

Improving the customer experience you deliver can mean frequent changes to your IVR applications. These changes are risky if your IVR is not fully documented, inaccurate, or out of date. Faced with incomplete information, many companies innovate and hope for the best. Until today, finding the answers to what's been deployed could be a frustrating manual experience of exploring the paths and options in your IVR. Now, Cyara Crawler cuts through this time-consuming labor with automation that can 'crawl' your IVR to discover what's there, and create an interactive, visual map you can navigate, edit and explore, and documentation you can use for development.

## Multi-Level Testing

Consumers want self-service capabilities across communications channels: phone, mobile, web, and kiosk. That requires the coordination of many technologies — and it introduces significant risk that flaws will be exposed to your customers. The Cyara Platform not only enables you to automatically and completely test the customer experience across the entire technology stack and across the entire testing lifecycle — it also enables you to test to the level or architectural depth you wish. The Cyara Platform can be employed to test only your self-service IVR, or it can be employed to test the entire architecture you rely on to deliver the right experience. Or, you can choose any variation in between.



*We were looking at 12 to 15 weeks for our project.  
With Cyara, we did it in 5.*



Sr Manager, Telephony Automation Team, Leading UK Bank

## Organizations Using Cyara Cut Testing Costs and Time by 50-90%.

### How Cyara Works

The Cyara Platform emulates real customer interactions — tens, hundreds, or thousands of them at a time — so you can gain insights into the actual experience they're having in your production environment, anytime, all the time.

### Cyara Simulates Customer and Agent Experience

With the Cyara Platform, interactions are placed or received in outbound scenarios into each channel at regular intervals — any interval you specify — and the results are monitored in real time and stored. If the customer experience is different from what's been designed, that results in a failure of your Test Cases, and you are proactively notified. The notification system automatically sends you SMS or email messages with detailed information about any reliability issues being faced by your customer-facing communications platforms that are impacting customer experience.

### Cyara Helps Protect Your Brand

With the proactive, exception-based approach of the Cyara Platform, you know about issues or potential problems before your customers do, so you can take the appropriate action immediately and avoid costly downtime, sluggish performance, or a tarnished brand due to a poor customer experience.

### Cyara is Agile

With the pace of change in today's contact centers, many organizations have adopted Agile development to accommodate iterative innovation. The Cyara Platform's API integrates seamlessly with Agile frameworks to enable rapid innovation. In fact, Cyara's customer experience testing tools correspond to the Customer Experience Innovation Lifecycles (CXIL) of today's leading organizations and the steps of an Agile project.

### Cyara is Comprehensive

- Provides testing, discovery, monitoring, and simulation
- Vendor, technology agnostic
- Integrated platform across all products

### Cyara is Flexible

- 100% software
- Does not require code to write test scripts
- Runs on industry standard hardware, OS, and databases
- Same solution for on-premises and hosted platforms

### Cyara Delivers Control

- Platform designed to engage the business
- Easy-to-use web browser user interface (GUI)
- Cloud and on-premises deployment options
- Customers reduce testing time/costs by 50-90%

## How Can Cyara Help You?

Regardless of whether you are migrating to a new platform or carrier, adding new capabilities or channels, or enhancing your customer experience, like leading brands around the world, you can count on the Cyara Platform. With Cyara, you can meet the challenge of rapidly innovating while dramatically reducing the cost of development and testing and the risk of exposing your customers to poor customer experiences.

Cyara is a leading vendor solution for Cisco, Avaya, and Genesys, and has received numerous industry awards. With Cyara, you'll be able to stay ahead of your competition and meet the challenges of rapid innovation and development.

Cyara Partners include:



### About Cyara

Cyara was founded in 2006 with a mission: gather the best expertise in the industry to reinvent customer experience. Today, Cyara has fulfilled that promise, as market-leading provider of an omnichannel discovery, testing and monitoring SaaS platform. Over 150 employees around the globe help the world's most premier companies use Cyara's platform to accelerate the delivery of seamless and frustration-free customer experiences across every channel. Thanks to Cyara, organizations with combined revenues of over \$3 trillion deliver billions of flawless customer interactions every day.

Cyara was named a Gartner Cool Vendor in CRM Customer Service and Customer Support in 2015. For more information, please visit <http://www.cyara.com>.



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