CYARA

Assure Better Customer Experiences Faster

Velocity · Cruncher · Pulse
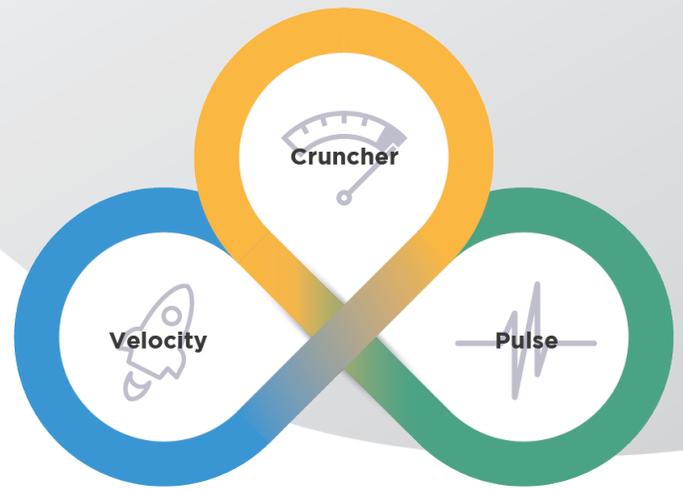
BENEFITS

Collaboration

Cyara provides your team with a single place to gather, troubleshoot, work, and win CX improvement battles every day. Use Cyara's intuitive interface to capture CX designs and tests, enable teams to share and recycle scripts and data across functions, and utilize off-the-shelf integrations with technology you already use. Now, in a single environment, business and IT teams can visualize CX from end to end, ensuring collaboration and consistently delivering high performance CX.

Comprehensive Channel Coverage

Cyara examines every channel, including self- to agent-assisted service – scouring journeys from networks, through IT stack, to applications and all the way to agent desktops. Cyara supports the broadest range of interaction channels, including chatbot, email, IVR, routing, SMS, voice, and web chat.

Maximized Productivity

Cyara automates every step of your CX testing, accelerating development while improving quality. Cyara automatically discovers existing CX, builds and maintains test scripts, provides easy-to-use test script authoring, and enables you to share test scripts and data for any part of the testing lifecycle.

Flawless customer experience (CX) is exactly what you must deliver to build lasting relationships and win the trust and future business of your customers. Both technology and your customers' expectations move quickly, and to keep up with the pace of change without sacrificing quality you must adopt new solutions that help you build better customer experiences faster.

The award-winning Cyara Automated CX Assurance Platform supports the entire CX software development lifecycle, from design to functional & regression testing, load testing & production monitoring - all from a single platform.

Every day, the world's most recognizable brands trust and rely on Cyara to assure their CX. Whether you are prepping for a seasonal onslaught of customer inquiries, managing unexpectedly high spikes in call volume, debuting a new product, or rolling out new self-service applications, Cyara will test and monitor your CX, assuring that you deliver flawless experiences at scale.

Cyara's platform handles the full range of CX assurance needs, from the pre-production creation of customer journeys to post-production monitoring. Cyara users can perform CX design and discovery, functional regression testing, performance testing, monitoring and troubleshooting – all from a single platform.

Because CX designs and testing are joined in a single, user-friendly platform, your development teams can ensure that they are testing directly against specifications, and eliminating the process of manually creating test scripts. Cyara leverages Robotic Process Automation (RPA) bots that automatically generate simulated customer interactions – a single bot for functional testing, or an army of bots for performance testing – allowing you to efficiently identify and fix issues before customers have to experience them. These capabilities align with DevOps and Agile business initiatives and move you forward on the path to digital transformation.

Deliver **Better** CX with **Less** Effort, Cost, Time & Risk

Cyara is the only automated CX assurance solution that can offer end-to-end visibility and control over your entire customer journey, monitoring and ensuring that your CX continues to delight your customers.
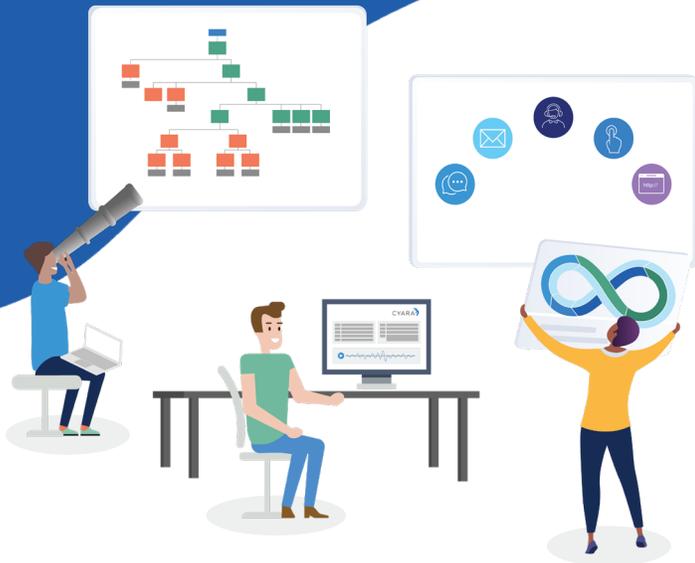
Velocity

Functional & Regression Testing

Velocity lets you build your ideal customer journeys, then develop test scripts directly from those designs, ensuring that every journey performs exactly as intended. Velocity's visual interface makes it easy to understand the design, identify potential issues, and then collaborate across your organization to create the perfect CX.

With Velocity, you maximize your productivity, saving time and money, with full automation of CX discovery, test case creation, and test execution.

With Velocity, you can leverage automation and bring Agile and DevOps practices to your business, eliminating manual testing and meeting aggressive deadlines while supporting continuous integration (CI) and continuous deployment (CD).

Cruncher

Performance Testing

Cruncher automatically tests your CX, ensuring quality performance under pressure, at any scale. With Cruncher, you can load test all of your CX channels as frequently as needed, giving you vital information about where issues exist, thereby increasing containment in self-service applications.

With Cruncher's automation capabilities, thousands or tens of thousands of customer interactions are automatically generated, enabling you to easily test things such as traffic spikes, sustained traffic volume over extended periods, and controlled traffic volume.

With Cruncher, you can be confident that your entire CX system can withstand even the highest levels of customer interactions. You can even test performance against disaster recovery procedures. No matter the situation, Cruncher has your CX covered.
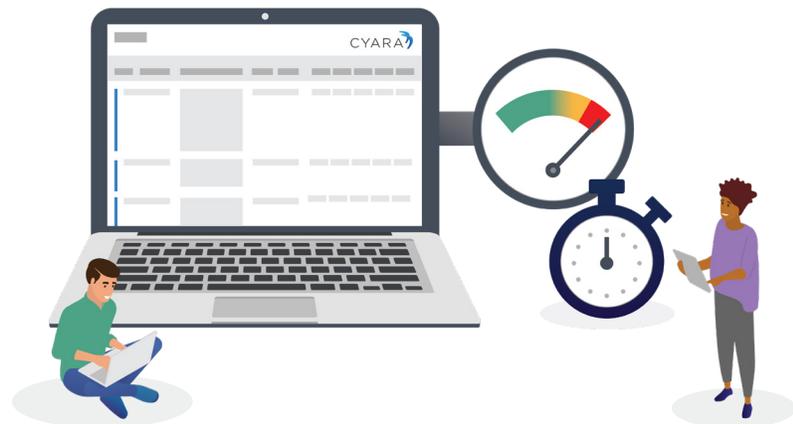
Pulse

Proactive Monitoring

Pulse keeps watch on your CX, automatically monitoring interactions from both the agent and customer perspective, mimicking their behavior, and providing you with real-time assessments of CX performance. Pulse gives you the power to monitor CX from anywhere you are working, with fully functional dashboards for the web or wallboards in operations centers, as well as a mobile app.

Pulse automatically generates agent and customer interactions that simulate real-world contact scenarios. At regularly scheduled intervals, Pulse fires off synthetic calls, chats to chatbots and web chat, and other interactions, giving you visibility into all the technology used to deliver the customer journey, including all integration points and handoffs between systems.

Pulse makes collaboration easy, providing both IT and executive users multiple ways to quickly view and share vital information about CX performance. Pulse's customizable dashboards and mobile app let you choose the level of detail you see, and organize information in ways that make sense to you, including by business unit, customer type, or by channel. You can even filter customer journeys by failed, satisfactory, and successful interactions, to focus on the highest-priority issues first.
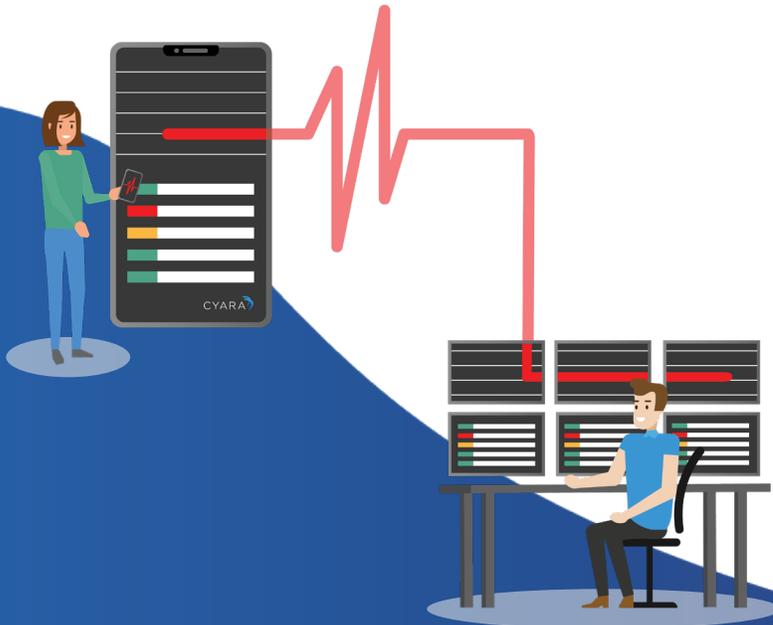
Additional Platform Capabilities

Call Routing

Simulate agents to validate Computer Telephony Integration (CTI) functionality, including screen pops, data dips, and routing. Ensure that calls are being sent to the correct agents, and with all the correct data required to serve your customer.

Agent Desktop

Create synthetic agent interactions and workflows to measure, validate, and refine application content delivery and behavior. Ensure that desktop application timing and responsiveness are at peak performance.

Global In-Country Dialing

Assess toll-free numbers for voice quality, test carrier connectivity, and personalization across all countries that you support by generating calls in the local country.

Seamless Integrations

Share data, such as CX models, test cases, and results, with other technologies, including test management, continuous integration, agile lifecycle management, IT ticketing, and monitoring solutions, as well as cloud contact center platforms.

Voice Quality Testing

Test, measure, score, and monitor voice quality between customer and agent, and identify issues at various points in the communication pathways, including network, local site, and the last mile.

Benefits by Numbers

ROI
283%
with Cyara Platform

Payback
Less than
3 months
After Implementation

Time
90% ⬇
Spent On Production Errors

Cyara Assures Over 5 Billion Consumer Relationships

8 of the Top 20 Brands in the World

4 of the Top 5 Health Insurance Companies

3 of the Top 4 Credit Card Networks

7 of the Top 12 Property Insurance Companies

INCREASE PRODUCTIVITY

Automate testing & monitoring of your contact center technology with a single, intuitive solution

REDUCE COSTS

Decrease testing time, use testing resources more efficiently & increase self-service containment to reduce demand on agents

MITIGATE RISK

Cut out error-ridden, manual processes & expensive downtime

TechValidate™

"**Cyara is an extremely valuable testing solution for improving the quality and speed of contact center operations and development.**"

—Contact Center Technology, Global 500 Banking Company

Source: Contact Center Technology, Global 500 Banking Company
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About Cyara

The award-winning Cyara Automated CX Assurance Platform enables companies to deliver better CX with less effort, cost, time, and risk. Cyara supports the entire CX software development lifecycle, from design to functional and regression testing, load testing, and production monitoring, ensuring enterprises can build flawless customer journeys across voice and digital channels.

CYARA

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FOR MORE INFORMATION:

Contact your account executive to learn how we can help you accelerate your CX ahead of customer demands.

Customer Smiles.
Delivered at Scale.