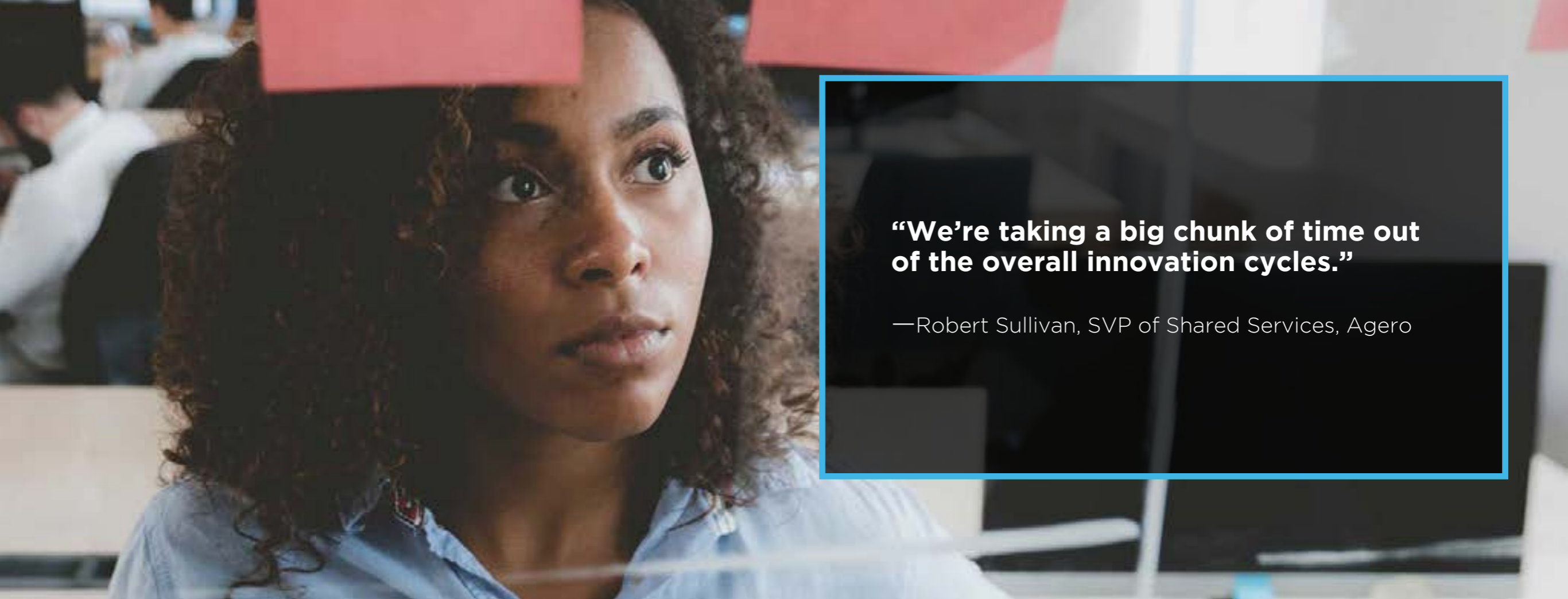


Building a Better Customer Experience



True Stories from the Front Lines of Continuous CX Improvement



“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

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.

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

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



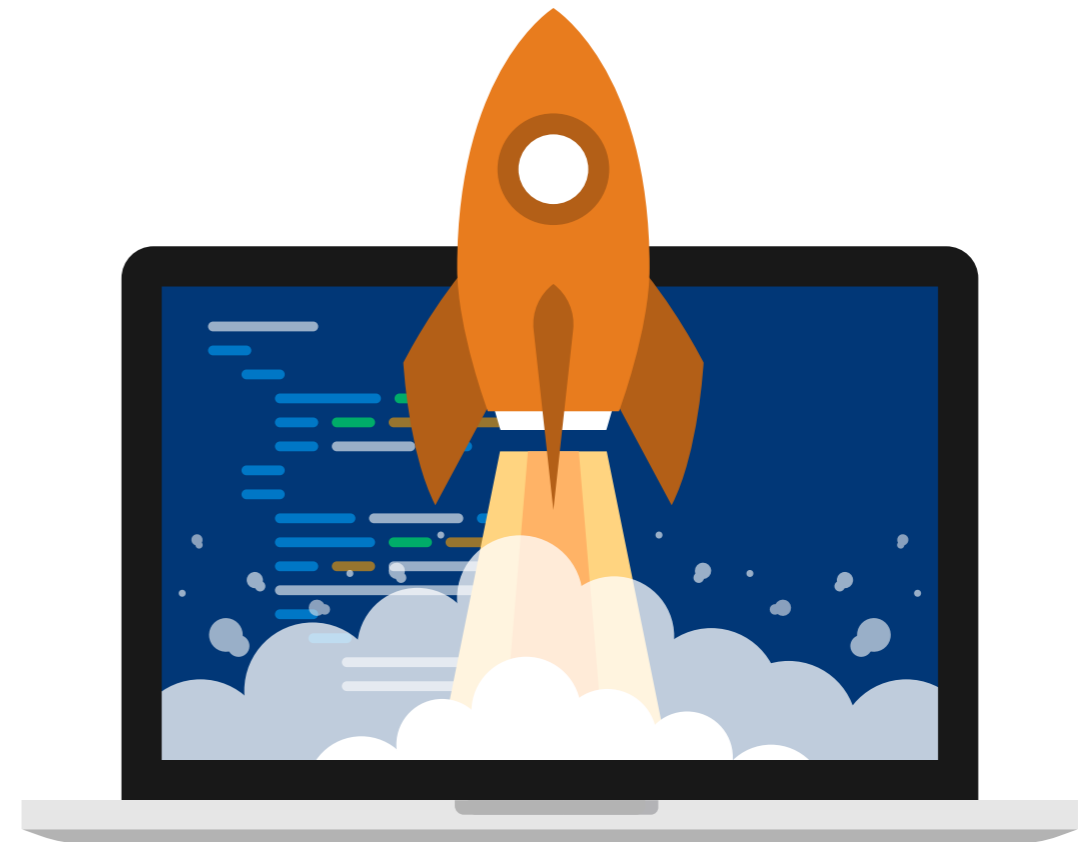
Richer Functionality



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](#)

Stay Tuned for the Next *Early Release* eBook Chapter, Coming Soon!