

Case Study

## Media/Entertainment

Serving over 12 million customers in the UK and Ireland, Sky trusts Cyara's automated testing to ensure stability and quality while reducing their overall costs, enabling them to do more with less. "Cyara helps provide the right experience for our customers," said Rob Quigley, CT Operations Manager



"Cyara has the testing capabilities we need now and their roadmap matches where we want to go."

ROB QUIGLEY, CT OPERATIONS MANAGER



“With Cyara, we have also become much more agile. We are using Cyara for automating test scripts much earlier in the project lifecycle.”

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## Sky Trusts Cyara to Deliver a Better Customer Experience

The ability to stabilize the quality and reliability of the production environment without adding resources was key to the decision to use Cyara



### CHALLENGES

- High-volume of interactions from 12 million customers and 22 contact centers.
- Over 4,500 concurrent advisors
- 60 million calls to agents per year
- 10 million calls per year handled by self-service applications

### BENEFITS

- Increased test coverage and reduced time required for testing. Now able to perform complete regression testing in much less time, which shortens weekly release cycles.
- Cut time required for development by reusing test scripts on every project
- Reduce the number of resources required by 50% for every project, freeing resources for other tasks

### SOLUTIONS:

- Cyara Replay
- Cyara Pulse

Cyara works with Sky to proactively alert them to any issues within their 22 contact centers that could affect their 12 million customers in the UK and Ireland and approximately 60 million voice calls and 10 million self-service interactions per year.

“I am responsible for making sure that Sky’s customers can reach our contact centers to get answers either through a voice or an IVR solution,” said Rob Quigley, CT Operations Manager. “It’s the proactive ability that Cyara gives us, especially in our production environment, that helps provide the right experience for our customers,” he added.

### Cyara Addresses Sky’s Testing Needs

Sky initially turned to Cyara in a limited way to test self-service applications according to Quigley and Kim Connor, Test Manager for Sky.

Connor said that before using Cyara, testing was completely manual with a tester going through an application in a peak production environment just prior to pushing the application live. The process was repetitive, time-consuming and subject to human error. “If we were developing a new product, every time we tested, we would find and fix issues and then would have to update the build, release another build and retest,” she said. “For me it was the repetitive testing that was taking up a lot of resources in the team, and it identified that we needed to bring in a tool to do this testing to free up resources to do other things,” she added.

As the number of self-service applications grew, Connor said the Company began to look around to find a tool to address two different critical needs:

1. To proactively monitor the call quality in production to recognize issues before they became customer-facing
2. To stabilize the internal environment and reduce the need to add headcount to test the ever-growing number of applications

After sending out an RFP and reviewing proposals from several companies, Sky decided to expand their use of Cyara to address these needs. “We did a measured opponent score to see which company was best scored against our requirements. And at that moment in time, it was Cyara,” Connor said.

### Benefits of Using Cyara

“It just so happened that when we were looking around, Cyara could accommodate our particular roadmap. And I think that for where they [Cyara] are going, the capabilities they have to test suit our testing needs perfectly for monitoring the production traffic and call quality,” Quigley said.

“Cyara had already developed the key capabilities we were looking for, and we could see a roadmap of where they were going over the next 12 to 24 months. Their roadmap aligned with what we were doing as a company, so we could see that Cyara was going to be there for us in the future as well,” he added.

The need to stabilize the quality and reliability of the production environment was key to Sky’s business case to fund Cyara according to Connor. “We were having to expand our headcount quite a lot based on the new technologies we were bringing in and the number of self-service applications was continually growing,” Connor said. “To manage our increase in

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headcount, we looked to options whereby we could bring in a tool that could automate most of the testing and allow us to test continually to ensure stability across the entire environment and within the new products we were delivering,” she added.

“In our case, it wasn’t so much about saving money as it was about Cyara and automated testing enabling us to do more with the same number of resources.” Sky currently has a significant number of testers across their entire organization, of which a large number are assigned to the customer telephony group, which is about the same number they had previously, but the test coverage is much more substantial according to Connor.

“With Cyara we have also become much more agile,” Quigley said. “We are using Cyara for automating test scripts for a new project much earlier within the project lifecycle. Depending on the project size, this generally reduces the overall project cost by 50% of one test resource as we continue to execute the automated test for each build.”

### Proactive Customer Experience

On a daily basis, Quigley says he appreciates the collective information Cyara provides on the customer experience production environment, particularly for the self-service applications. “One of the problems with self-service applications is the only people who actually know that there is a problem are our customers since our customers are the only ones who interact with these applications,” he said. “The service we provide to our customers is key. For me, Cyara provides the comfort factor that the self-service applications are being used and are functioning as they are supposed to be functioning,” he said. “At the first hint of a problem, I’ll be aware of it and will be able to fix it as quickly as possible.”

“In the very early days, we did have a situation where we had voice quality issues, maybe not the self-service application failing in any way, but the quality of the interaction and the voice treatments, and we were alerted to this,” Quigley related. With the alert from Cyara, the team was able to quickly resolve the problem. “We fixed it and did it quickly. That’s all there was to it. We heard no noise from it, and from our point of view, that’s a good thing,” he said.

Connor also agrees that Cyara has improved the customer experience for Sky customers, especially regarding test coverage. “We are quite challenged and have quick timelines to deliver projects. Having the tests automated within the Cyara tool, we just have to push a button, and the job is done. We also know the test coverage has been increased,” she said.

“Cyara gives me the comfort factor that the self-service applications are being used by our customers and they are functioning as they are supposed to be functioning. At the first hint of a problem, Cyara will alert me, and I’ll be able to fix it as quickly as possible.”

**ROB QUIGLEY, CT MANAGER, SKY**

### Future Development and Cyara

Currently, Sky uses Cyara to test voice quality and self-service applications. “We also test the call center routing strategies where the customer dials into an IVR in the contact center and selects options to be directed to a specific agent,” Connor said.

“Our interest going forward, at least in the short-term, is less about the channels and more about enhancing what we can do with voice channels,” Quigley said. “So, for example, getting the customer straight to their teleagent and improving the voice quality of calls are where we are focusing. It’s more about enhancing the service in the channels we currently have.”

### About Sky

Sky is Europe’s leading entertainment company, serving 21 million customers across five countries: UK, Ireland, Germany, Austria and Italy. We offer the best and broadest range of content, deliver market-leading customer service and use innovative new technology to give customers a better TV experience, whenever and wherever they choose.

Sky has annual revenues of over £11 billion and is Europe’s leading investor in television content with a combined programming budget of £4.9 billion. The group employs 30,000 people and is listed on the London Stock Exchange (SKY).

#### ABOUT CYARA

Cyara is the fastest growing provider of an omnichannel customer experience testing and monitoring platform. Cyara, a Gartner Cool Vendor in 2015, enables its customers to rapidly innovate while dramatically reducing the cost of development and testing and the risk of exposing their customers to poor customer experiences. Every day, millions of flawless customer interactions are delivered by some of the most recognizable brands in the world utilizing the Cyara Platform.

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