

A grayscale photograph of a hand holding a tablet, overlaid with a blue geometric shape that frames the text. The background is a mix of blue and gray tones.

Accelerating Customer Experience Innovation

The Partnering Opportunity with Cyara

CYARA 

Compelling value in Customer Experience Management

Partnering with Cyara to deliver SaaS customer experience management (CEM) solutions provides a unique opportunity to create powerful satisfaction for your customers, while improving your bottom line.

Cyara is the market leader and the world's fastest growing provider of an omnichannel automated customer experience testing, discovery, and monitoring platform. Using the Cyara Platform allows organizations to take control of the customer experience (CX), ensuring that the experience designed is the experience being delivered to their customers.

Over 500 clients that operate in over 25 countries

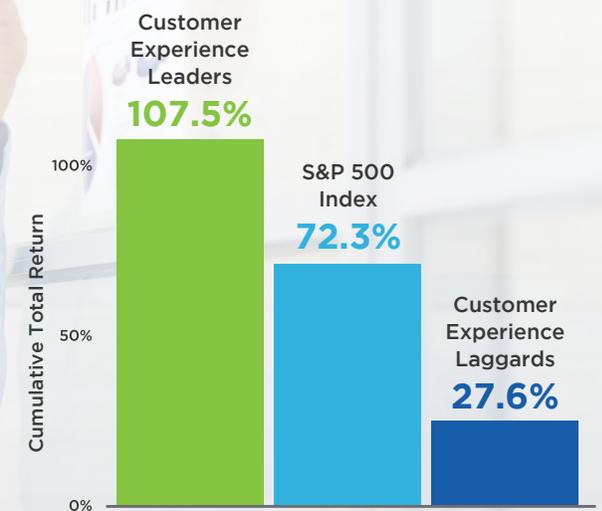
The hosted Cyara platform is easy to deploy and incredibly easy to use. That's why some of the world's biggest and best brands rely on Cyara, and why every one of our clients is referenceable. 100% referenceability sets us apart from our competitors, especially since we have over 500 clients that operate in over 25 countries, handling millions of flawless customer interactions each day.

- **Market leading SaaS technology**
 - **Compelling value proposition**
 - **Rapid ROI**
 - **Easy to deploy**
 - **100% referenceability**
-



Customer experience leaders outperform the market

8-Year stock performance (2007-2014)²



Market Opportunity

Today, CX is one of the top priorities for many enterprises¹. More than ever before, CX is playing a key role in retaining customers, building loyalty, and providing competitive differentiation for increasingly homogenized products and services.

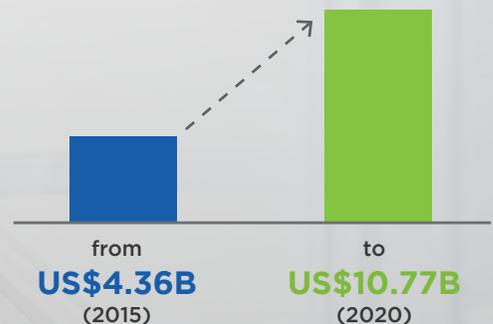
From 2008 to 2015, CX innovation leaders have realized cumulative returns 50% greater than the S&P 500 market index.

As CX moves from a nice-to-have to an operational mandate, the CEM market is expected to grow from US\$4.36 billion in 2015 to \$10.77 billion by 2020.

Cyara is in a prime position to capitalize on this burgeoning market with solutions that accelerate the ability for enterprises to deliver a flawless omnichannel customer experience.

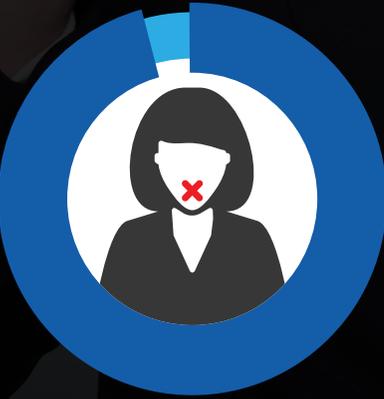
Huge growth market

The Customer Experience Management (CEM) market is growing rapidly³



1. "Improving Customer Experience is Top Business Priority for Companies Pursuing Digital Transformation, According to Accenture Study," Accenture, October 2015

3. "Customer Experience Management Market by Touch Points, Regions and Verticals: Global Forecast to 2020," MarketsandMarkets.com, December 2015.



96%
**of customers
don't voice
complaints**

Source: "Understanding Customers"
by Ruby Newell-Legner

Enterprise Business Challenges

Consistent CX Across Digital Channels

Delivering a flawless CX where the conversation traverses multiple channels was the number one priority for enterprises pursuing digital transformation in 2015².

Making the customer journey cohesive as the customer interacts on a variety of channels — online, offline, phone, via social media, etc. — is a serious challenge.

Lacking a Complete Picture of the CX

Your enterprise customers might use feedback methods like NPS or Voice of the Customer. However, these only tell part of the story and can be highly subjective. It's also unclear whether they measure a recent experience or an overall perception. Research also shows that a typical business hears from only about 4% of dissatisfied customers. So the picture of total customer experience is hazy and far from complete.

Typical contact center metrics like average handle time (AHT), first call resolution (FCR), service level, and schedule adherence are useful to assess operational performance. Unfortunately, these are more oriented to efficiency rather than quality and outcome.

Despite all these measures, it's difficult for enterprises to understand exactly what experience customers are having across different channels and at various stages of each conversation or journey.

2. CX is a top priority for many enterprises. Source: "Improving Customer Experience is Top Business Priority for Companies Pursuing Digital Transformation, According to Accenture Study," Accenture, October 2015.

Accelerate your client's CX innovation

Cyara's powerful automation enables organizations to evaluate and refine the CX far more rigorously. By enabling your clients to monitor, measure, and assess CX quality and performance across multiple channels in realtime, your clients gain continuous insights into the CX.

Cyara's patented technology enables clients to easily mimic common (and uncommon) customer behaviors in live interactions to prove their systems function perfectly, even during their busiest times. Cyara also enables enterprises to proactively monitor the customer experience in real time, manage deployment risks, keep projects on time, reduce quality assurance costs and, most importantly, helps them to keep pace with their customers' expectations.

Powerful automation allows clients to dramatically increase the volume and quality of testing and monitoring, to identify performance issues before they impact customers. Or, if performance issues actually do arise, Cyara's diagnostic tools help to rapidly identify and resolve

them, preventing small problems from becoming bigger problems.

With Cyara's fresh insights on the performance of their CX ecosystem, your clients are empowered to extract greater value from their other CX investments in technology and processes.

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- **Accelerate CX innovation**
 - **Eliminate performance issues**
 - **Prevent bad experiences**
 - **Realize all the capability of CX platforms**
-

Cyara accelerates the innovation required to deliver flawless CX across digital customer service channels. Our SaaS solutions enable enterprises to deliver innovative CX capabilities within a matter of days or hours instead of weeks or months. Typically, Cyara customers innovate 40 to 70% faster than their competitors, enabling your clients to lead the market and save significant costs when undertaking major projects that transform their businesses.

Cyara customers innovate 40 to 70% faster than their competitors

Value of Partnering with Cyara

Accelerate sales performance

While our partner program supports various levels of commitment and investment, all partners experience the following benefits, with increased financial incentives at each level:

- Annual recurring revenue (ARR)
- Attractive value-based margins
- Rapid partner ROI
- Customer stickiness
- Deal sizes from tens to hundreds of thousands
- Competitive differentiation
- Expanding your customer impact



Market leading, easy to use SaaS technology

=

Powerful satisfaction for your customers



Compelling value proposition

=

Easy to sell

Quality you can trust

Our proven track record of 100% client referenceability speaks volumes. Many of the enterprises that use Cyara are leading brand and CX innovators, such as Apple, Google, Tesla, Airbnb, American Express, FedEx, and Barclays Bank. Our customer base includes global and regional financial institutions, telecommunications providers, insurance companies, large government agencies, technology innovators and many other industries.



Healthy SaaS margins

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Recurring profitable revenue for you

Rapid results

Cyara's SaaS solutions are easy to deploy, and produce rapid results for clients. Time to benefit is very short, yielding better quality results for your customers in record time.

World-class partner enablement and support services allow you to leverage our industry experience, shorten your sales cycles, and give you peace of mind that our platform will increase your customer satisfaction.



100% customer satisfaction & referenceability

=

Confidence your customers will realize value



World-class partner enablement & support

=

Rapid return on your investment

Target Market

Cyara's solutions offer compelling value for large and global organizations with thousands of customer service agents, supported by a hybrid on-premise and cloud CX ecosystem. They also suit clients with small-to-medium size customer service operations, perhaps running in the cloud.

Cyara's solutions have been enthusiastically embraced by customer experience leaders, who seek competitive advantage by leading innovation. Followers rely on Cyara to help them catch up lost time in bringing new capabilities to market.

Cyara partners include:



GENESYS™



AVAYA



CISCO™



NUANCE

Cyara has been rapidly growing market share in the global CX testing and monitoring markets. By 2020, the CX monitoring market alone is projected to be US\$2.5 billion³. Cyara is also pioneering a new solution category, to be announced mid-2016, which is poised to significantly expand the addressable market for Cyara and its market leading partners.

Cyara's SaaS solutions are completely technology-agnostic, and proven with leading platforms like Genesys, Avaya, Cisco, Aspect, Interactive Intelligence, and Nuance.

3. "Customer Experience Monitoring Market Trends," Global Industry Analysts, Inc.

Join the Cyara Partner Program Today

Cyara offers world-class partner enablement and support, with a program that rewards partners for their investment, commitment, and value delivered to end customers. To learn more about the Cyara Partner Program and our comprehensive automated customer experience testing and monitoring solutions, visit cyara.com/partners

About Cyara

Founded in 2006 in Melbourne, Australia, Cyara is a privately-owned rapid-growth company with a blue-chip worldwide client base. Now headquartered in Redwood City, California, Cyara has grown to acquire more than 500 customers across 25 countries.

A 100% focus on customer needs has driven Cyara to develop innovative capabilities that provide customer experience leaders with the tools they need to evaluate and improve CX.

Renowned for great customer service and partnering, Cyara is a highly preferred partner of choice for VARs, system integrators and service providers.



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