



Automated CX Testing and Monitoring Powered by Cyara

Optimize customer experience on every communications channel, rapidly increase the pace of CX innovation, and reduce costs and defects

Ensure a Positive Customer Experience Every Time

In today's competitive world, you need to innovate rapidly, lower costs and build brand loyalty by providing the best possible customer service that supports your brand promise.

With multiple technologies, systems, and applications running on disparate platforms and multiple channels for customer contact, there are multiple points of failure in your contact center that can impact your customer experience. To consistently deliver a great customer experience, you must completely test your environment any time you introduce a change, and you must proactively monitor for unexpected issues. Traditionally, thorough manual testing and monitoring have been considered too time-consuming and costly. Automating testing and monitoring is the fastest and most cost-effective way to introduce new capabilities and raise the bar on your customer experience.

A Cost-effective Way to Innovate

Genesys has teamed with Cyara, a leader in automated, omnichannel customer experience testing and monitoring, to help you address the traditional challenges of rapid innovation while reducing development costs and the risk of customer-facing defects. The Cyara Platform can be delivered from the Cloud or on-premises. It replicates real-time interactions for the customer and the agent against the target environment and measures the customer experience. You gain true insight into the performance of the customer-assisted and self-service experience on all communications channels in your production environment.

Align to the Dynamics of Your Change Processes

The Cyara Customer Innovation Lifecycle provides solutions that align to how you make changes in your contact center — from ongoing contact center monitoring to benchmarking, simulation, functional, application, load, business-as-usual, and disaster recovery testing. The platform with its intuitive user interface monitors and tests your Genesys applications and other contact center technologies using real calls without impacting any of your customers or agents.

How is the Cyara Platform Different?

The Cyara Platform, designed and supported by a global team of contact center experts, puts the quality of your customer experience in your hands with easy-to-use yet powerful software. These design features which can dramatically reduce the cost of development and testing and include:

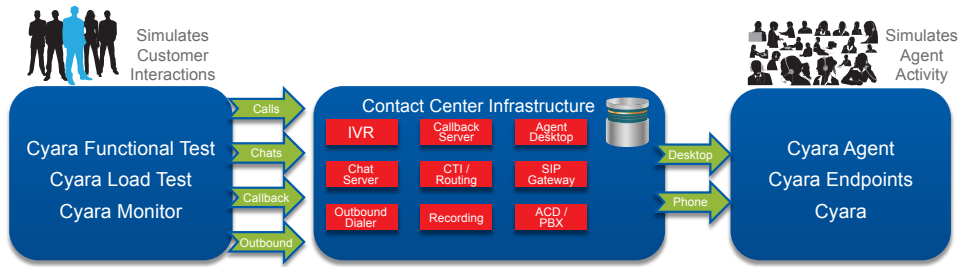
- An easy-to-use user interface
- Integrated, omnichannel testing capability to optimize your customer experience on the phone, web and mobile channels
- Comprehensive environment spanning both automated and live functional, load, monitor, and regression testing
- Seamlessly blended environment between the Cyara Cloud and SaaS

BENEFITS

- Speeds execution of complex projects – on budget and on time by automating the testing and monitoring
- Tests both the customer side and the agent side of the customer experience
- Monitors the health of your total customer experience production environments both on-premises and in the cloud

“If we did not have Cyara, we would potentially need to double the size of testing to achieve the same business outcomes.”

Sam Jackel
Program Manager
ANZ (finance)



TESTING CAPABILITIES

- Computer Telephony Integration (CTI)
- Interactive Voice Response (IVR)
- Call recording
- ACD/PBX systems
- Voice biometrics
- Outbound/voice callback
- VoIP/SIP deployments
- Voice (audio) quality
- Chat and email
- Multi-tenancy and multilingual support

The Cyara Platform Products

- **Cyara Platform™** integrates test case management, reporting, and administration in a web-based, graphical user interface.
- **Cyara Cruncher™** generates customer traffic for load tests by placing thousands of calls and automating load and stress testing. Uni-directional voice quality testing is available.
- **Cyara Replay™** performs automated regression and application testing using speech recognition to intelligently traverse IVRs to ensure the applications are tested and that any recent modifications do not negatively impact other parts of the system or applications. Uni-directional voice quality testing is available.
- **Cyara Pulse™** monitors customer experience by periodically placing calls into contact center production environments and alerting using SMS and email. Calls traverse through your IVR remotely like an actual customer would and use speech recognition, DTMF, text-to-speech, and audio. Uni-directional voice quality testing is available.
- **Cyara Outbound™** tests all modes of outbound dialers and voice callback solutions, emulating live customers, answering machines, fax machines, network messages, busy tones and signals, ring outs, and actual customer utterances, creating a call receptor environment and testing the call flow of outbound calls made to customers.
- **Cyara Agent™** emulates agent activity and CTI functions, replacing the need for real agents by automating agent CTI functions during testing. Screen pops and routing strategy changes are tested to ensure calls and attached data are routed to targeted emulated agents.
- **Cyara Voice Quality Testing™** measures bi-directional, end-to-end voice quality for contact center deployments using established baselines.
- **Cyara End Points™** emulates physical telephony handsets to provide agent-based audio generation and enable end-to-end bi-directional testing.
- **Cyara AGD™** provides the ability generate audio for the agent headset and test voice quality from the ‘mouth-of-the-agent’ to the ‘ear-of-the-customer’.

About Genesys

Genesys is the market leader in multi-channel customer experience (CX) and contact center solutions in the cloud and on-premises. We help brands of all sizes make great CX great business. The Genesys Customer Experience Platform powers optimal customer journeys consistently across all touchpoints, channels and interactions to turn customers into brand advocates. Genesys is trusted by over 4,500 customers in 80 countries to orchestrate more than 100 million digital and voice interactions each day.

Visit us at www.genesys.com or call us at +1.888.436.3797



Corporate Headquarters 2001 Junipero Serra Blvd., Daly City, CA 94014 USA
Tel: +1 650 466 1100 | Fax: +1 650 466 1260 | www.genesys.com

Copyright ©2014 Genesys. 2001 Junipero Serra Blvd., Daly City, CA 94014
All Rights reserved. Genesys and the Genesys logo are registered trademarks of Genesys. All other company names and logos may be registered trademarks or trademarks of their respective companies.