



Case Study

## Social Development

New Zealand's Ministry of Social Development proactively monitors customer experience every day. Call centers are able to test customer experience and port numbers to a new carrier with ease, thanks to Cyara's automated testing platform.

"Cyara means I could do many tests in minutes... we dramatically reduced the time needed for testing."

BRENT LUDLAM, VOICE MANAGER, NEW ZEALAND MINISTRY OF SOCIAL DEVELOPMENT

CYARA 





MINISTRY OF  
SOCIAL DEVELOPMENT  
*Te Manatū Whakahiato Ora*

## CHALLENGES

- 20 call centers and over 2,000 agents
- Switch to new carrier required number-porting for 22,000 numbers
- Supports mission-critical social services, many of these are 24x7
- Manual testing limited test coverage

## BENEFITS

- Cut 40% of manual testing efforts and provides better test coverage with automation
- Faster time-to-market for new innovations
- Proactive notification of contact center issues
- Ability to quickly test number-porting for switch to new carrier

## SOLUTION

- Cyara Platform

“Cyara meant I could do many tests in minutes with the speed of testing and the software’s ability to automate the process shaving substantial time off the project.”

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# New Zealand Ministry of Social Development Proactively Monitors Customer Experience

Cyara Speeds Innovation and Reduces Testing Costs for Agency, Allowing Agents to Serve Clients More Quickly

## Executive Summary

New Zealand’s Ministry of Social Development provides a wide range of income support and social services, and operates New Zealand’s largest government agency and contact center comprising 20 call center sites nationally with over 2,000 agents. Today, the Ministry uses Cyara every day to proactively test its call center queues and measure the customer experience, and is planning to use it to speed testing of new initiatives including a voice biometrics system.

When the organization moved to a new carrier, automated testing from Cyara made it possible to make the change faster than would have been possible with manual testing. The Ministry’s Voice Manager, Brent Ludlam, credits Cyara with reducing the need for manual testing and faster time-to-market for new initiatives.

## Introduction

New Zealand’s Ministry of Social Development delivers a wide range of income support and social services to more than one million citizens. The Ministry provides retirement income support, financial support to the unemployed, oversees services for holders of Community Services Cards and provides student loans and allowances.

The Ministry also provides hands-on services such as care and protection of vulnerable children and young people, and arranges funding for and oversees the activities of third-party community services providers. Annually it provides over 13 billion dollars and plays a critical role in developing a strong successful community. A critical arm of the Min-

istry’s operations is its 20 call centers, which offer citizens a first point of contact for myriad inquiries.

“Our call centers serve different business units,” explains Brent Ludlam, the Ministry’s Voice manager. “We have a couple for Study Link and five for Work and Income.” Some of the Ministry’s call centers operate during business hours. Others, such as a hotline for reporting family violence, operate between 8:00 a.m. and 11:00 p.m. All are mission critical, leading Ludlam to personally conduct tests each day to ensure they are ready to serve customers.

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“Our testing was completely manual and inefficient. The quality of people determined the quality of testing, or we would conduct simple tests to make sure network components would fall over in high availability and disaster recovery scenarios.”

**BRENT LUDLAM, VOICE MANAGER, NEW ZEALAND MINISTRY OF SOCIAL DEVELOPMENT**

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## Number Porting A Perfect Opening For Cyara

In 2009 the Ministry took the decision to change its main carrier. Number porting therefore became an imperative, and Ludlam realized this move would necessitate the ability to conduct many, many tests of his systems in the shortest possible time. Ludlam picked Cyara as they had a unique offering in the market.

Ludlam says, “I had also heard good things about the product. The tools do the job. In the early days Cyara only offered a cloud service but once they started offering the solution to purchase outright for premise-based deployment, I piloted it, but I did not sell it on the call centers. I sold it on the number porting, and Cyara paid for itself on that project.”

Ludlam used Cyara to ensure the 22,000 newly-reported numbers were all redirecting to the appropriate destinations. “I set up a stream manager message on the old and new gateways and dialed a DDI number,” he explains. “I could not do that for 22,000 DDI numbers, so we used Cyara.”

“On such a big system, the amount of testing you do to cover all of your different scenarios means I could realistically do only one test in an evening. Cyara meant I could do many tests in minutes with the speed of testing and the software’s ability to automate the process shaving substantial time off the project.”

“We still do some manual tests to get the business customers comfortable, but overall we dramatically reduced the time that would have been needed for testing. That has meant a speed to market improvement, for sure,” he added.

### Day-to-Day Testing

Ludlam now uses Cyara Pulse every day to proactively test his call center’s customer experience, and finds the software has helped him reduce his pre-dawn testing regime. “I still do run my own tests—I think I am a bit of a control freak—but I only test 10 instead of 50. I trust the tool to do some of the testing for me.” Cyara performs those tests and, if an issue is uncovered, sends Ludlam SMS messages to explain the situation. “I only test the critical ones now,” he says. “Cyara does the rest and tells me when they are okay.”

### The Future

Ludlam and the Ministry now plan to make further use of Cyara in many ways. “We are not using it anywhere near what we should or could be using it for,” he says. “I am looking forward to testing with Cyara. There’s a voicemail upgrade that goes live later this year. I won’t be testing that manually—it’s another job for Cyara. It brings project costs and timeframes down.”

## About Ministry of Social Development (MSD)

MSD is all about helping to build successful individuals, and in turn building strong, healthy families and communities. It’s

a big job—we’re tackling some of the big issues in society, like family violence and youth offending. We’re working towards this through providing:

- care and protection of vulnerable children and young people
- employment, income support and superannuation services
- funding to community service providers
- social policy and advice to government
- student allowances and loans

Our work touches the lives of more than one million New Zealanders. In 2007 we provided:

- retirement income support to over 500,000 older people
- financial support to about 261,000 working age people unable to work through health family or employment circumstances
- help with living expenses for the 1.1 million people receiving a Community Services Card
- student loans to some 134,000 people to help with their full time study costs
- student allowances to around 52,000 students to help with their living costs.

This is not work we do alone. We work closely with other government agencies, non-government organizations, advisory and industry groups, and communities. Together we aim to make a positive and lasting difference in the lives of New Zealanders.

#### ABOUT CYARA

Cyara is the fastest growing provider of an omni-channel customer experience testing and monitoring platform. Cyara 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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