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20 Most Promising Cisco Solution Providers 2015

Network technology has become a crucial part of almost every industry in the world. Whether it's manufacturing, hospitality, financial services, transportation, retail or education, reliable networking infrastructure has become an indispensable requirement for seamless operations. The tremendous transformation in the network technology has led to high speed connections, optimized virtualized workloads and the ability to transfer large volumes of data. This has made video conferencing, cloud storage facility, and e-education, a very common part of human lives. However, still there are unprecedented opportunities to encourage, enable and empower its potential.

One of the pioneers in networking revolution—Cisco provides the core networking elements and intelligence services to the organizations to gain competitive advantages

and increase market share. Numerous companies partner with Cisco to bring the networking benefits to their clients. From a company that offers structured cabling solutions to build a strong IT infrastructure to the one that deciphers machine to machine communications for human understanding, in this edition of CIO Review, we bring to you "20 Most Promising Cisco Solution Providers 2015". The listing features the best vendors providing solutions and services in partnership with Cisco. The companies featured have showcased extensive business process knowledge, in-depth integrated and innovative strategies combined with talent base across locations. A distinguished panel comprising of CEOs, CIOs, CTOs, analysts including CIO Review editorial board has decided the top companies that are at the forefront of providing value added solutions in the Cisco ecosystem.



Company:

Cyara

Description:

An omni-channel customer experience testing and monitoring platform that provides functional testing, regression testing and production monitoring capabilities to contact centers.

Key Person:

Alok Kulkarni,
Co-Founder and CEO

Website:

www.cyara.com

Cyara

An Automated Omni-Channel Platform to Improve Customer Experience and Speed Innovation

In the wake of rapidly expanding global business operations, there is an indispensable need for large companies to strengthen their networking infrastructure. Businesses must reinforce their communication strategies and internal support services to match the inexorably changing client requests. However, customers often face diverse risks while deploying new technologies and require extensive support from solution providers. Rising to the occasion, Cyara, an omni-channel testing and monitoring platform, lays a strong foundation for firms to test client experiences across broad technical architectures utilizing Cisco's Unified Contact Center Enterprise (UCCE) solution. "Cyara has effectively delivered comprehensive customer experience testing software for deployment in contact centers, websites, mobile apps, and in the back office," says Alok Kulkarni, CEO, Co-founder and Chairman of Cyara.

Since its inception in 2006, Cyara has unfolded various innovative solutions leveraging Cisco's networking architecture and wide-spread interaction channels. The Cyara Platform™ offers functional testing, regression testing, and production monitoring capabilities to contact centers and various online channels. Cyara's contact center testing software simulates end user experiences via an easy-to-use web browser interface, from an agent-to-customer perspective or vice versa. This platform completely automates the contact center agent activity by answering all the calls, or placing them on hold, and launching other front-office applications. "A firm can customize and automate the agent activity across an entire contact center regardless of its geographic location, skills, and infrastructure," says Kulkarni.

In addition, Cyara's Speech Performance testing software helps test voice quality from a customer's perspective to improve voice quality during an on-going call. This software's user-friendly interface enables companies to classify call flows for testing and provides common scripting, reporting, administrative, and operational control with minimal effort. Furthermore, Cyara's IVR Crawler shuns manual involvement while probing answers related to deployments in an Interactive Voice Response (IVR) system. This automated solution assists in creating an interactive visual map that helps in editing, adding new IVR options, and generating design documentation. Similarly, Cyara's outbound testing, web interaction testing, and voice

biometrics testing tools are imperative contact center solutions that help in enhancing security and end user experiences.

With a vision to improve customer care operations, Cyara has helped several clients from the financial services, energy, and government sectors. For instance, a major UK-based banking and financial services group rolled out an innovative natural language speech program to simplify their contact


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center activities. However, they faced considerable challenges in meeting the project deadlines. Their infrastructure had a packed IVR list with no room to move and a high call transfer rate. After deploying Cyara's automated testing and monitoring solutions, the financial services client was able to bring down the estimated 15 week project testing assignment to just five weeks, significantly reducing call transfer rates, and raising consumer satisfaction levels.

Cyara, with its distinct expertise in customer experience testing, handles all aspects of contact center operations with great dexterity. One of Cyara's exclusive methodologies, the "Customer Innovation Lifecycle" follows a continuous five step cycle—planning, designing, functional testing, user acceptance testing, and deployment—to relentlessly monitor and rectify issues in a customer engagement center. "This process helps clients innovate up to 70 percent faster than their peers, reduces the cost of required testing resources by 40 percent, and decreases chances of risk," says Kulkarni.

Cyara is primarily focused on catering to Fortune 500 companies with a strong client portfolio in the U.S., Europe, Australia and New Zealand. Moving ahead, the firm plans to formulate tailored products to respond in synchronization with evolving customer needs. Besides, Cyara also plans to incorporate artificial intelligence into their automated testing and monitoring solutions to fetch better results. 



Alok Kulkarni