

## Accelerating Customer Experience Innovation

Delivering a flawless CX where the conversation traverses multiple channels is a serious challenge...



What experiences are customers having across different channels and at various stages?

Feedback methods like VoC and NPS only tell part of the story and can be highly subjective

What is the complete picture of the total Customer Experience?

CYARA enables organizations to...



Measure and assess a multitude of CX quality and performance metrics across multiple channels

Identify performance issues and failures before they impact customer experience

Be agile and rapidly accelerate CX innovation to realize dramatic savings and rapid ROI



CYARA customers innovate

**40-70%**

faster than their competitors



CYARA's SaaS solutions enable enterprises to deliver

**innovative CX capabilities within days**

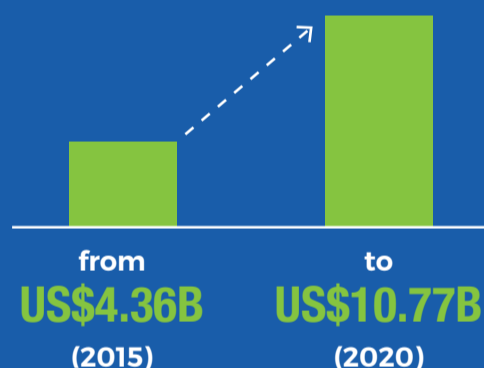
(instead of months or weeks)

### CX leaders outperform the market\*



### Huge growth market #

The Customer Experience Management (CEM) market is growing rapidly



## Benefits of Partnering with CYARA



Market leading, easy to use SaaS technology

=

Powerful satisfaction for your customers



Compelling value proposition

=

Easy to sell



Healthy SaaS margins

=

Recurring profitable revenue for you



100% customer satisfaction & referenceability

=

Confidence your customers will realize value



World-class partner enablement & support

=

Rapid return on your investment

Enterprises that use CYARA include:

500+ leading and disruptive brands in banking, retail, IT&T, government, insurance, and other verticals worldwide



CYARA partners include:



To find out more about the CYARA Partner Program visit [cyara.com/partners](http://cyara.com/partners)

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