

Case Study

## Government



The Australian Department of Defense turned to Cyara to test a new speech recognition system. After testing, the system reduced talk time by 15% and call length by 73 seconds.

“Using Cyara means I know our limitation, knowledge that ultimately translates into better customer service as processes can be designed for the Center’s capabilities.”

LUKE JOHNSTON, BUSINESS INTEGRATION COORDINATOR, DEFENSE SERVICE CENTER

CYARA 



**Australian Government**  
**Department of Defence**

### CHALLENGES

- Skills-based routing was ineffective to meet their customer needs
- Service to customers was often slow
- Aging contact center infrastructure was being replaced
- Needed to support up to 50,000 emergency response calls per hour

### BENEFITS

- Improved the accuracy of a new speech recognition interface
- Optimized interface to cope with traffic spikes
- Cut talk time by 15%
- Reduced call length by 73 seconds
- Net outcome, better, faster service to a broad range of customers

### SOLUTION

- Cyara Platform

“Within two hours Cyara had built a test system, stepped me through the basics and I was ready to go! If I could get the rest of my vendors to do this, life would be so much easier!”

LUKE JOHNSTON, BUSINESS INTEGRATION COORDINATOR, DEFENSE SERVICE CENTER

## Cyara Helps Defense Service Center Reduce Call Time by 15%

Optimizes New Speech Recognition System for Better Customer Service

The Defense Service Center, which provides a diverse range of services to Defense Department employees and the Australian Department of Defense members of the public, decided to improve its service levels by introducing a speech recognition interface for its clients. Cyara’s testing software has made the speech system more accurate, helped the Center scale to cope with traffic spikes, assisted in the deployment process and delivered certainty about the Center’s capabilities to management. Luke Johnston, Business Integration Coordinator at the Center, said he would like all his vendors to offer the same service he receives from Cyara. Customers probably wish the same thing, as Cyara’s input to the speech recognition system has reduced average talk times by 73 seconds, making calls to the Center 15% faster.

### Introduction

The Defense Service Center is dedicated to serving the needs of the military and civilian employees of Australia’s Department of Defense, plus members of the public with inquiries related to the defense forces. “We offer a very diverse set of services,” said Luke Johnston, the Center’s Business Integration Coordinator. “Our main workload is defense force recruiting, but we also operate various help lines around holidays and pay, library services and technical support for applications,” he added.

### Inadequate Voice Response

The diverse nature of these services means the Center relies heavily on skills-based routing, a technique it has tried, with limited success, to implement using interactive voice response systems.

“We are not a simple Press 1 for service, press 2 for sales operations,” Johnston said. “Every customer gets confused about what their claim is. At one stage we asked callers to select if they are civilian or military employees, but sometimes people who are civilians working for the military became confused.”

To improve service, the Center therefore decided to build a speech recognition system that would enable callers to speak the nature of their inquiry. By offering this more abstract interface, the Service Center hoped to gather more detailed information about callers’ requirements. Then they provide more accurate routing to agents with the skills needed to respond to an inquiry.

Johnston knew this would not be an easy project. The Service Center operated a ten-year old PABX that is at end-of-life, and its IVR and call recording systems were also both over a decade old. Integrating these ageing systems with a speech recognition engine was a task Johnston felt would be complex, given the technology gap between older and newer products.

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## Cyara Squashes Bugs

The Cyara Platform helped in the implementation of the speech recognition engine in two important ways, the first of which was catching a bug in the software the Center chose to power its new IVR. Johnston explains that Cyara's tests caught the bug as his team worked to take the speech recognition engine from evaluation to production.

"We loaded up the production license, and it did not work," he recalls. This failure meant that while Johnston and his team had acquired a license to operate the speech software for 120 users, the software was convinced it was an evaluation version restricted to just four users!

"Only when we ran a test in Cyara did we find it," Johnston recalls. "We were lucky to find that just by doing free testing of the system among staff. If we would have gone live, we would have had a 'very interesting' time."

Cyara also helped the Defense Service Center to fine-tune interactions between its complex infrastructure, by making it possible to record calls and provide suppliers with concrete evidence of issues that need to be resolved. "Cyara means I can now go through the call recording, and take it back to vendors to prove an incident," Johnston said.

"It has a really nice web-based user interface and it is easy to find a call through the Cyara tests." Once a call has been retrieved, Johnston says vendors are far more likely to work on a repair to a problem. "The vendor commits to fixing it when we offer them proof," he said.

## Load Testing to Improve Emergency Services

A third area in which Cyara has improved the center's operations is load testing, an important issue given its participation in the National Emergency Call center, a nationwide facility that combines capacity from several private and public sector contact centers to assist the public during and after events like fires or natural disasters.

"The national emergency call center is supposed to handle 50,000 calls an hour," Johnston said, adding that a major telecommunications company told other participants it did not feel it could prove its ability to handle such a load. "But Cyara told us they could create 96,000 test calls an hour, and Cyara gave me an evaluation license to prove it was possible."

"We can sit down with our executive and say we have tested it to the point of failure and know where it will fall over," Johnston said. "Using Cyara means I know our

limitations, knowledge that ultimately translates into better customer service as processes can be designed for the Center's capabilities."

## Key Outcome: Better, Faster Service

Cyara's contribution to the Defense Service Center's new speech recognition system has helped it to achieve a 15% reduction in average talk time, or 73 seconds per call. Johnston said these outcomes were possible because Cyara's testing helped his team to hone the speech recognition system to make it more accurate and capable of dealing with a wide range of requests.

"We have got the customer focused on what they are asking for," he said. "They call and say 'it's about payroll' and we can route them to the appropriate agent and play them the customer utterance to get them ready for the call." Customers, Johnston said, are delighted. "We have people say to us that they thought the phrase they used would never work and they are very pleasantly surprised when it does."

## About the Department of Defense

The Australian Department of Defense is a Federal Government Department. It forms part of the Australian Defense Organization along with the Australian Defense Force. The Defense's mission is to defend Australia and its national interests. It is accountable to the Commonwealth Parliament, on behalf of the Australian people, for the efficiency and effectiveness with which it carries out the Government's defense policy.

<http://www.defence.gov.au/>

CYARA partners include:



### ABOUT CYARA

Cyara was founded in 2006 with a mission: gather the best expertise in the industry to reinvent customer service. Today, Cyara has fulfilled that promise, as market-leading provider of an omnichannel discovery, testing and monitoring SaaS platform. Over 150 employees around the globe help the world's most elite companies use Cyara's platform to accelerate the delivery of seamless and frustration-free customer experiences across every channel. Thanks to Cyara, organizations with combined revenues of over \$3 trillion deliver billions of flawless customer interactions every day. Cyara was named a Gartner Cool Vendor in CRM Customer Service and Customer Support in 2015.



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