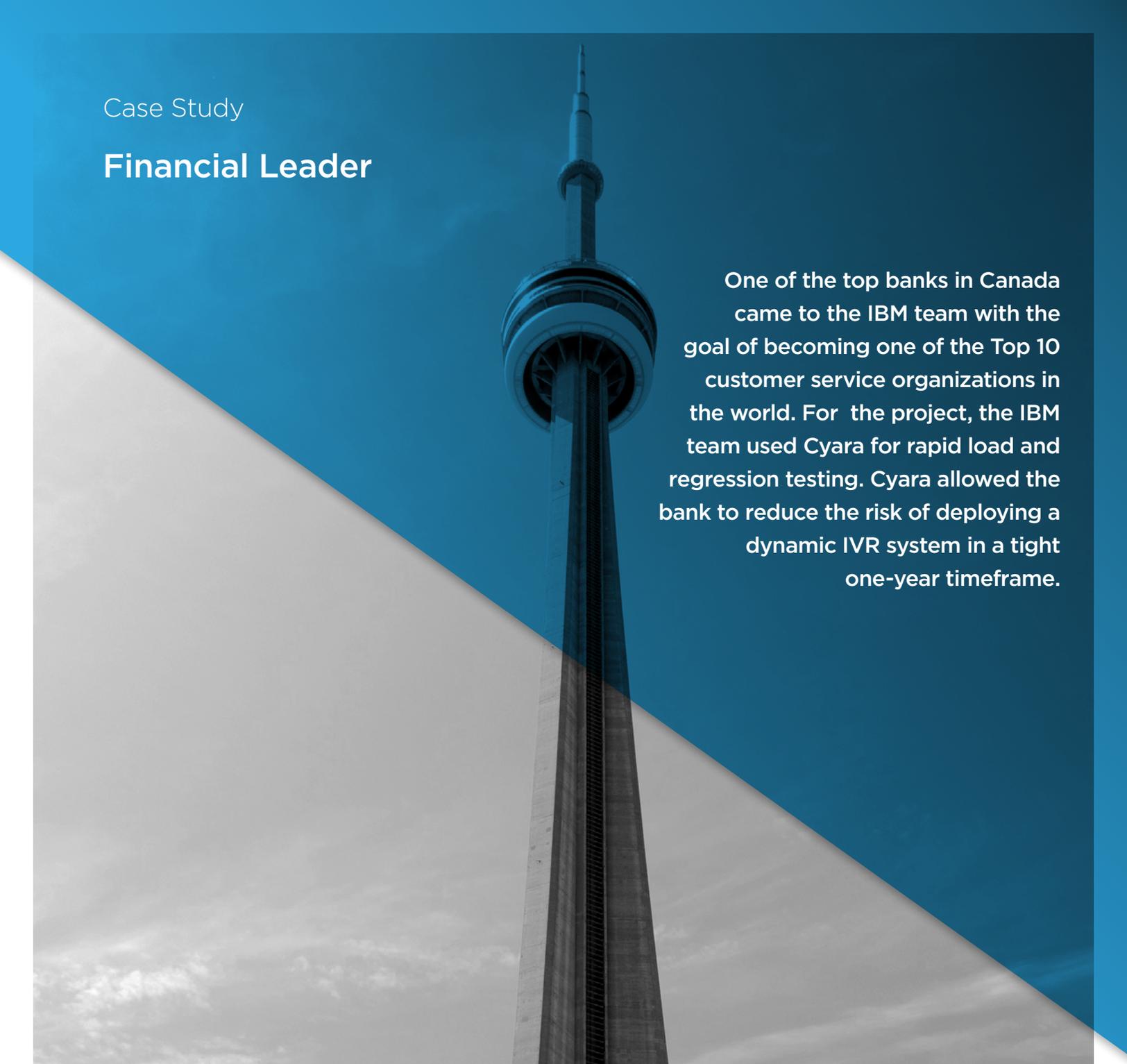


Case Study

## Financial Leader



One of the top banks in Canada came to the IBM team with the goal of becoming one of the Top 10 customer service organizations in the world. For the project, the IBM team used Cyara for rapid load and regression testing. Cyara allowed the bank to reduce the risk of deploying a dynamic IVR system in a tight one-year timeframe.

“The Cyara platform is valuable not only for customers who are engaging in brand new IVR builds, but also tremendously valuable for customers who have already built IVR who want to make sure those IVRs are delivering the experience that they think they are delivering,”

ARTHUR GOMES, IBM MANAGING CONSULTANT, COGNITIVE AND INTERACTIVE SOLUTIONS.

CYARA 



## CHALLENGES

- Strategic goal: to become one of the Top 10 service organizations in the world
- Creation of fully dynamic, customized call flows
- Maximum load: 5 calls attempts per second
- Multiple highly-secure backend calls to financial applications
- 1-year timeline for complete replacement of IVR as well as email, chat and other self-service systems

## BENEFITS

- Dramatic risk reduction for new IVR deployment.
- Enabled Agile development methodology.
- Allowed reallocation of 50-75% of staff from listening to voice prompts.
- Allowed developers to simplify and easily test the IVR system.
- Reduced the number of defects that went into the production system, identifying even rare-case scenarios.
- Enabled any change to be retested immediately for all load and regression testing scenarios.

## SOLUTIONS:

- Cyara Replay
- Cyara Pulse
- Cyara Crawler

“Cyara allows us to move from design to implementation very quickly, allowing the IBM team to implement an Agile methodology,”

“Nobody can think of every single business case scenario. Using Cyara, you can simply create and test, allowing a shift in mindset for developing dynamic IVR and customer care systems.”

ARTHUR GOMES, IBM MANAGING CONSULTANT, COGNITIVE AND INTERACTIVE SOLUTIONS

# Cyara Addresses the IBM team’s Agile IVR Development Needs

The client is one of Canada’s top banks, priding itself on corporate culture. As a strategic goal, the bank wants to become one of the Top 10 customer service corporations in the world. In short, how they treat people is of the utmost importance to the bank.

While the organization had an award-winning mobile app and website, the bank’s management recognized that the call center stands out as one of the most important interfaces with the customer. “We were working with the bank’s executives to find what the contact center really meant for them as an institution. Organizationally, the bank defined the contact center as the way they go to market. No matter what other channels they had, they recognized that the call center is the place customers go when they need them most,” said Gomes.

The bank wanted to switch out their entire static IVR system for a fully-dynamic system, within a 1-year timeframe. “The call flow is different for every customer,” said Gomes. “For example, if you called in after opening a new mutual fund account, the system first identifies you and then the first prompt would say, “We see you just opened a new mutual fund account. If you would like to speak to a representative about that, please press 1.”

Clearly, this kind of system has huge advantages over a fixed-menu system, but it’s impossible to conceptualize every possible call scenario. The advantage of using the Cyara system was that the IVR application could be rapidly developed and then tested under a variety of circumstances, based on the customer database in a testing environment before going to production.

The IBM team’s main concerns addressed by Cyara were:

- Reducing the risk of errors in the production system
- Ensuring that the system was able to meet the load of 5 call attempts per second
- Eliminating the need for a dedicated testing team through an easy-to-use tool with shared scenarios
- Delivering a system with no compromise: a fully-dynamic IVR system with fully-functional capacity

The IBM team found Cyara’s software so simple to use that the developers could use it while they were writing code. “I know from experience, sitting beside the developers, they would actually call in and follow the prompts, just to see if their code worked,” said Gomes. Cyara eliminated that need through automated testing. This allowed developers to speed up their own development time, as well as run load tests and regression tests that were already set up in Cyara.

“We could easily use Cyara as a tool to translate all of the design requirements docs into the test case flows, with dramatic savings in resources.”

ARTHUR GOMES, IBM MANAGING CONSULTANT

Before using Cyara, the team had dedicated four individuals to call in and test the call flow and the correctness of the prompts. “We could have eliminated two or even possibly three of those people with Cyara, for a period of eight

months. Those are resources that could have been allocated to other areas of the development,” Gomes stated.

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“To take someone like me, someone who is not an IVR developer or tester, and have me be able to modify tests, process and analyze the reports Cyara provides, and to execute, start, stop and pause a variety of tests—that to me is a testament to how easy the tool is to use for anyone with contextual knowledge of the project, not just for technical resources.”

**ARTHUR GOMES, IBM MANAGING CONSULTANT**

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### Benefits of Using Cyara

“Where Cyara is highly valuable is in changing the testing mindset and methodology, rather than just as a testing widget. The real value is to leverage the tool as an enabler for your testing strategy, to move away from Excel-based test cases and very manually built test cases.” Gomes said.

“At IBM, my teams are asked more and more how to do Agile development. Cyara’s methodology fits in with the Agile mindset. Regardless of how you look at it, the test cases have to be built by somebody,” he added. “What changes with Cyara is where you document those test cases. The Cyara platform gives you a way to approach this from the perspective that the effort you’re putting into the development of the test cases becomes the test case itself. You build the test case in Cyara, and it becomes the performance test and a way to actively monitor. That’s the true value proposition.”

In the bank project, using Cyara allowed the team to quickly perform load and regression testing on changes made, even late in the development cycle. “One of the major requirements was to ensure that the platform met all of the bank’s strict security standards. Typically, the easiest way to do that is to develop the platform and make sure it works, and then implement security certificates. Of course, if even one server is missing the proper certificate, the IVR applications will not function, so we needed to perform all of the testing before applying the certificates, and then again with the certificates. Cyara helped us with our due diligence in validating that our customer-facing IVR applications all functioned correctly in a highly secured fashion.” said Gomes. Thanks to Cyara, it was simple to run all of the tests quickly and reliably and make sure the system was not impacted in any way.”

For the IBM team, which maintains existing systems

as well as developing new IT projects, the value of Cyara goes way beyond the development cycle. For organizations that are suffering from performance problems, customer complaints, feature additions, or support issues on existing systems, Cyara offers an alternative to switching out to a new system. The Cyara Crawler can quickly identify where the issues are in the existing system, allowing developers to rapidly repair an existing IVR. The savings can be enormous over the alternative of building a new system from the ground up.

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“The combination of the speed at which developers were able to use the Cyara platform, the flexibility of the platform in terms of scheduling load tests and scheduling different activities, and the savings in terms of dedicated test resources made the Cyara platform a winning proposition. It’s unfortunate that we didn’t have the opportunity to utilize Cyara earlier in our development cycle,”

**ARTHUR GOMES, IBM MANAGING CONSULTANT**

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### Future Development and Cyara

In the project, the IBM team implemented Cyara Pulse for day-to-day monitoring of the IVR system. Gomes expects this will allow them to identify cases that would normally have been considered exceptions, but using Cyara are easily identified as issues that can be reproduced. For example, in testing, they found a case where if someone had a recently-opened mutual fund account, validation would take 20 seconds, which is intolerable for a pause in a phone conversation. “You’d normally only find out about that sort of thing through a customer complaint or social media. Even then, it might be impossible to reproduce or identify the source,” Gomes said. On the live system, constant monitoring with Cyara will allow them to identify these issues and pinpoint the source.

“We’re very excited to see some of the new functionalities that Cyara is putting out. I believe it’s increasingly important for IBM as an organization to recognize the other channels that Cyara supports,” says Gomes. “We see the opportunity in working with Cyara with some of those channels, especially the chat and email channels. We see an increasing demand for these channels from a customer perspective, and also because they offer tremendous ROI for the organizations that we’re working with.”



## About IBM

IBM is a cognitive solutions and cloud platform company operating in Canada, backed by over a century of business and systems innovation. IBMers are dedicated to world-changing progress and building new ways to outthink challenges in a world where cognitive intelligence is infused into the systems and processes that help improve business and society. IBM Canada is headquartered in Markham, Ontario, and has nationwide responsibilities for sales, marketing and service. Canada is also home to IBM's largest microelectronics packaging and test facility in Bromont, Quebec and the largest software development organization in the country, with sites in Markham, London and Ottawa, Ontario; Edmonton, Alberta; and Vancouver and Victoria, British Columbia.



## About Cyara

Cyara is the fastest growing provider of an omnichannel customer experience testing and monitoring platform. Cyara, a Gartner Cool Vendor in 2015, 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.

[www.cyara.com](http://www.cyara.com)

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