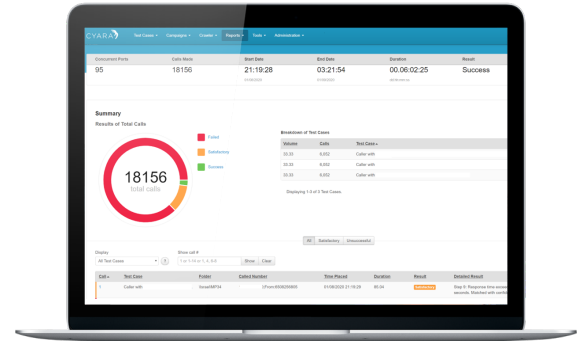


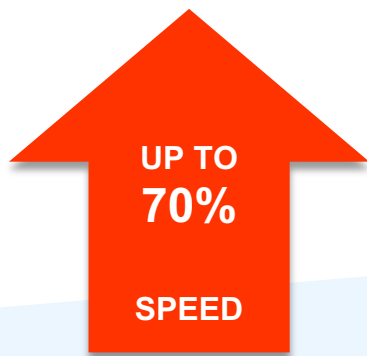
Cyara for Cloud Migrations

Cyara's Automated CX Assurance Platform speeds up your migration to the cloud, so you can take advantage of Twilio Flex while assuring the flawless execution of the customer journeys you've designed.



Accelerate Migration & Assure Quality | Contact Centers that use Cyara experience:

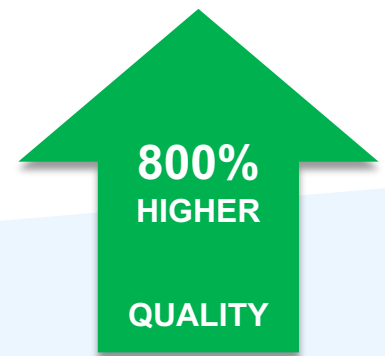
Faster to Market



Testing Time Reduction



Test Coverage Improvement



How it Works:

Cyara simulates real-world customer interactions and engages with your contact center platform, across voice and digital channels, just as customers and agents would, to assure your platform is performing exactly as designed. Based on defined customer journeys, Cyara emulates customer and agent interactions to assess CX journeys from incoming and outbound perspectives, testing aspects like routing, data passing, and voice quality, then documenting test results.

Every call placed by Cyara is intelligent, so you gain insights into performance and how to address any issues. Did the call connect on time? Did the actual prompt match the expected prompt? Did the call get delivered to the right agent skill group with the right data? Were there any connectivity, voice quality or prompt issues signifying a VoIP problem? Cyara records it all, reports on it, and allows you to hear and benchmark your CX.

With Cyara & Twilio Flex, customers can:



Accelerate & assure migrations to the cloud



Reduce CX errors & unplanned work



Provide flawless, defect-free customer journeys



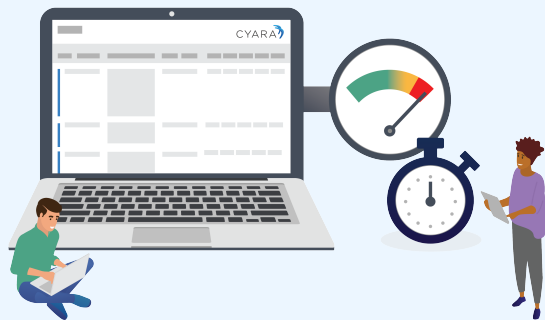
Enable Agile & DevOps methodologies

About Cyara's Automated CX Assurance Platform for Cloud Migrations

Cyara's Automated CX Assurance Platform for cloud migrations speeds up the entire development lifecycle for customer experience technology – including design, interactive voice response (IVR) discovery and documentation, functional and regression testing, voice quality testing, load testing, and CX monitoring. Most importantly, Cyara accelerates time-to-value for a contact center cloud migration in three ways:

Design, Discovery & Documentation

Cyara automatically “crawls” an existing IVR and documents the call flows and prompts as a starting point for the migration project. This enables enterprises to quickly see what they have in production and overcome the challenge of missing or outdated IVR documentation. With this CX baseline neatly packaged, enterprises can quickly and easily build out existing CX systems into their Twilio Flex cloud contact center and optimize the design as they go.



Comprehensive, Automated Testing

Once your CX flows have been added and optimized in Twilio Flex, Cyara tests planned customer journeys with synthetic customers and Twilio agents that replicate customer interactions with the contact center, examining all available paths and response times – including self-service and agent-assisted interactions - and then documenting the results. Cyara spans functional testing, voice quality assessment, routing, data passing, and pressure testing to ensure the systems perform at scale. Beyond voice, Cyara supports testing digital channels, including SMS, web, and chat from the customer perspective.

CX Monitoring Assures Quality

Once in production on Twilio Flex, Cyara continually monitors all CX paths and channels to ensure optimal system performance and flawless customer journey execution. Cyara delivers real-time insights so that contact center operations teams can quickly identify and troubleshoot any operational issues that may arise.

