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5 Tips for Successful Contact Center Cloud Migrations

INTRODUCTION

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The contact center has become the inflection point for digital transformation in the enterprise. Companies must now compete by delivering innovative, flawless customer experiences. To accomplish this, the vast majority of enterprises are moving their contact center to the cloud.

" **For most, shifting the contact center to the cloud is no longer a question of 'if,' rather it is a question of 'how fast?'** "

Nearly

50%

of the world's contact centers have deployed cloud-based solutions and an additional third are in the process, according to IDC[1]

[1] *More Mid-Sized Organizations Moving Contact Centers to the Cloud: Here Are 5 Benefits*, TechRepublic, August 7, 2018

WHAT ARE THE BENEFITS OF
CLOUD CONTACT CENTER MIGRATION?

Users of hosted cloud solutions around the world have identified many compelling benefits.

In particular:

81%
say cloud has improved flexibility[1]

77%
say it contributes to future-proofing their technology infrastructure[1]

Other benefits include:

- Reduced cost to serve
- Real-time control
- Continuous innovation
- Integrated reporting
- Reduced capital and operating expenditures
- Manageable multi-site contact centers

[1] *Global Customer Experience Benchmarking Report 2019,* Dimension Data

MIGRATION RISKS FOR CONTACT CENTERS

While there are many benefits to migrating your contact center to the cloud, projects can be complex and contain inherent risks.

Customer Experience is Highly Visible

When it comes to customer experience, there are no second chances. Any new capability must work perfectly at release. Any defects are highly visible and run the risk of being amplified through social media as a "customer experience fail." Each customer journey must work flawlessly and any issues must be identified before a customer experiences them. Contact center migration to the cloud is inherently more visible than other cloud migration projects.

Omnichannel Customer Journeys Span Multiple, Complex Technologies

Customers demand omnichannel journeys where they can interact with a company's website, chatbot, live chat, IVR, live voice agent, or other channels. Customers expect seamless journeys where each channel knows their context and history without having to repeat their information and issue. The technology infrastructure required to connect siloed channels and pass customer data between channels is extremely complex, and comprised of many moving parts. For example, the IVR channel requires an IVR voice portal, VoiceXML applications, speech recognition, text-to-speech, and IP telephony. All the moving parts must work flawlessly together to deliver a successful customer journey.

Traditional Testing Lacks the Customer's Perspective

Traditional software testing techniques fall short in these complex environments. It's not enough to simply test new functionality as you roll it out, you need to test holistically, and from the customer's perspective. Basic testing may tell you that the transfer of a customer interaction from an IVR to a live agent works. But it won't tell you the quality of the connection from the customer or the agent's perspective, or whether the context of the interaction was passed on to the agent in a timely fashion. Additionally, customer experience issues can change in minutes, making it difficult for the contact center to identify issues before customers find them.

THE

TOP 5 TIPS FOR

ASSURING SUCCESS

The key to overcoming the risks and achieving a successful contact center cloud migration is quality assurance.

Here are **5 quality assurance best practices** that will enable you to reduce risks and assure success.

1 Set a Baseline of the Customer Journeys Before Migration

2 Update and Optimize Customer Journeys

3 Create Functional Tests While Journeys are Being Designed

4 Assure New Functionality Performs at Scale

5 Set Up Production Monitoring

1 SET A BASELINE OF THE CUSTOMER JOURNEYS BEFORE MIGRATION

When starting any migration, it is critical to document the baseline of customer journeys and channels. Many customer journeys have evolved over time and are supported by legacy systems that are out-of-date. This is particularly true of IVRs that have been consolidated and updated over many years. Without a baseline, there is no way to know if problems found during migration are existing problems or new ones introduced in the migration.

If you create a baseline manually, the effort will be resource-intensive and take time. For an IVR, it means that manual calls must be made, every path must be traversed, and every customer journey must be covered. Most companies have large IVRs with thousands of paths. Manually documenting IVRs could require teams of people for weeks or months. Additionally, manual processes tend to be error-prone.

A faster and more accurate way to create a baseline is to use a discovery mapping capability that is part of an automated testing solution. In most cases, IVRs can be documented in days. The documentation can be reused to automatically create test scripts. Companies can obtain baseline documentation and functional and regression tests at the same time.

DESIGN-DRIVEN ASSURANCE

Baseline your customer journeys with Cyara™ Velocity. Improve collaboration, accelerate development by automating discover and test case creation and execution. Ensure a flawless CX across channels.

▶ **GET THE DATASHEET**

Collaboration   **Acceleration**   **Flawless CX**

② UPDATE AND OPTIMIZE CUSTOMER JOURNEYS

One of the important benefits in moving to the cloud is to have the flexibility to update and optimize customer journeys. Assemble cross-functional teams to re-design journeys from the customer's perspective. **Many journeys will start in self-service and end in agent-assisted service.** Design these omnichannel journeys based on customer feedback and experience.

Self-Service → Agent-Assisted

The Journey

③ CREATE FUNCTIONAL TESTS WHILE JOURNEYS ARE BEING DESIGNED

Create new or updated functional tests at the same time the customer journeys are designed. **Create an automated regression suite of tests that can be run throughout the migration.** Use a design-driven testing solution that automatically creates and updates tests as design is being done.

SHIFT LEFT

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ASSURE NEW FUNCTIONALITY PERFORMS AT SCALE

Another key step in assuring your migration success is to perform a load test to ensure that your new contact center platform, the applications you've built on it, and your network, perform at scale, and under pressure. A one-and-done load test is not enough. As part of your ongoing quality assurance practices, you will want to perform load tests to test ongoing system and network performance, as well as any changes that have been made since the last test.

Be confident your newly migrated system performs under pressure

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SET UP PRODUCTION MONITORING

It is imperative to know if there are problems with the customer experience before the customer encounters the issues. Set up production monitoring during migration and continue to run it after migration. With many moving parts in a complex system, there are many points of failure. Have monitoring cover all customer journeys, channels, connections to backend systems, business rules, agent routing, and other components. Assess availability, transaction completion, performance, and other important attributes that are key to customer experience.

Monitor your production system on the go with the Cyara Pulse Mobile App

ABOUT CYARA

The award-winning Cyara CX Assurance Platform helps companies accelerate customer experience development, increase quality across all digital and voice channels, and assure customer journeys end-to-end. The Cyara Platform supports the entire software development lifecycle for customer experience, from design to functional and regression testing, user acceptance testing, load testing and production monitoring. We test from the customer's perspective, ensuring that you identify issues that impact the customer's experience from across the complex set of technology used to deliver that experience. www.cyara.com

To learn more about how Cyara can help with your cloud migration, visit www.cyara.com, or check out these resources below:

Read How Blue Shield of California Assures Great CX with Cyara Pulse

Watch the 5 Keys to Assuring a Successful Contact Center Cloud Migration

Read How to Design and Test Successful Contact Strategies

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Blue Shield of California Assures a Great Customer Experience (CX)

CYARA WEBINAR:
5 KEYS TO ASSURING A SUCCESSFUL CONTACT CENTRE CLOUD MIGRATION
Guest speaker **Steve Nattal**
Wednesday 3 April, 12 noon (AEDT)

CYARA
How to
Design and Test New Contact Strategies

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CONTACT US:
hello@cyara.com
cyara.com

FOR MORE INFORMATION:

CORPORATE HEADQUARTERS:
805 Veterans Blvd, Suite 105
Redwood City, CA 94063
+1 650 549 8522

GLOBAL OFFICES:
United Kingdom: +44 0203 786 5070
Australia: +61 3 9093 0815

Contact your account executive to learn how we can help you accelerate your CX ahead of customer demands.

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Delivered at Scale.