Global 500 Banking Company

Introduction

This case study of a Global 500 banking company is based on a December 2019 survey of Cyara customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Cyara:

- Challenges faced before using Cyara:
    - Being unable to identify defects in CX journey
    - Needing to upgrade or migrate contact center technology
- Chose Cyara over other vendors for the following reasons:
    - Partnership and help that we receive from Cyara team

Use Case

The key features and functionalities of Cyara that the surveyed company uses:

- Cyara capabilities they are using:
    - IVR testing
    - Functional and regression testing
    - Load testing
    - CX monitoring
    - Voice Quality testing
    - Integrations

Results

The surveyed company achieved the following results with Cyara:

- Compared to manual testing, they were able to reduce testing time by 70-80%.
- Able to increase test coverage with Cyara by 3X-5X compared to manual testing
- Has been able to reduce development cycles by 40-60% using Cyara.
- They agree that Cyara enabled them to dramatically improve their customer experience.
- Biggest benefits seen since using Cyara:
    - Reduced testing time
    - Accelerated development and shortened release cycles
    - Greater adoption of Agile and DevOps
    - Greater assurance of CX functions at scale
    - Improved testing quality
    - Improved quality of customer experience
- Realized a payback/return on their investment with Cyara in 3-6 months.

About Cyara

As the world's leading CX Assurance platform provider, Cyara accelerates the delivery of flawless customer journeys across digital and voice channels while reducing the risk of customer-facing defects. Every day, the most recognizable brands in the world trust the Cyara Platform to deliver customer smiles at scale.

Learn More:

⬀ Cyara