



Embrace the Future of Contact Centers with a Migration to the Cloud

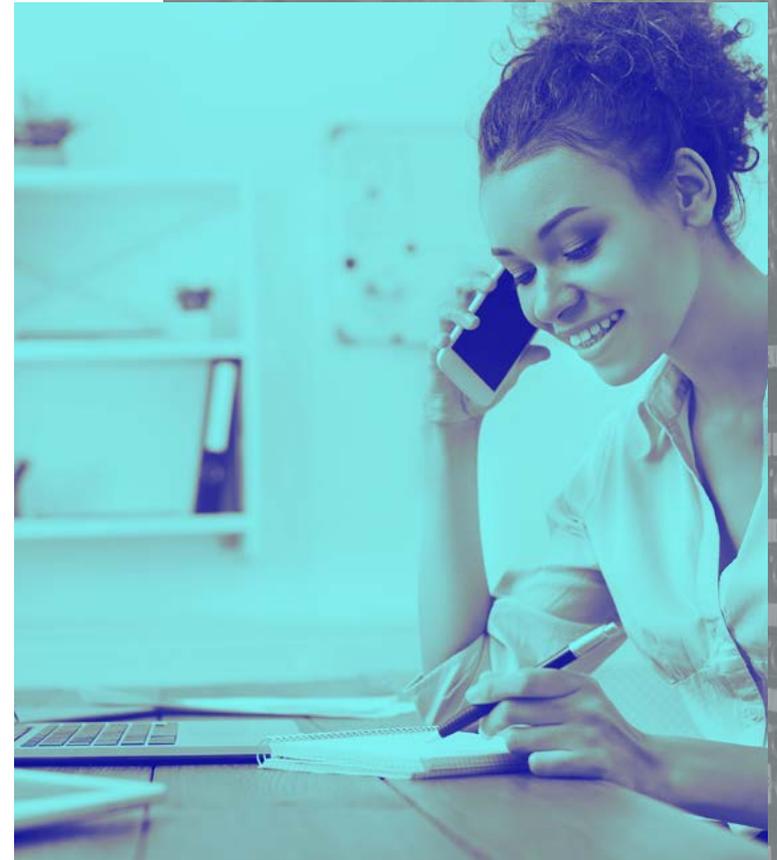
Accelerate your move to Amazon Connect with Cyara



Contact centers are modernizing on the cloud to deliver better customer experiences

Not so long ago, contact centers existed in a single building, where all agents sat, operations worked, and data centers whirred away. The on-premises, legacy architecture was limiting: basic features such as interactive voice response (IVR) were not sophisticated, with very few calls handled in self-service. Little to no customer information would get to the agent when a customer was routed to them, forcing the customer to repeat themselves. This led to an obvious outcome: disjointed, impersonal, deeply frustrating customer experiences.

Today, many businesses are migrating contact centers to the cloud, and the allure is clear. It is much easier to add new services, capacity, and agents, allowing for nimble responses to business needs. You can quickly scale up and down as everything can be done virtually. Updates to services and adding new capabilities happen seamlessly through the cloud as well. Agents can now work remotely and come online quickly, needing only a computer with access to the internet.



Artificial intelligence (AI) and machine learning (ML) capabilities enable new options and benefits, such as:

- Consolidation and clean-up of back-end data
- Unified interactions for voice and chat
- Better informed and equipped agents

Utilizing the cloud enables highly personalized and superior customer service.

Amazon Connect is the solution behind a modern cloud-based contact center. It enables businesses to scale in minutes, not months. It automates every-day tasks, so more can be done with less. Leveraging Amazon's powerful AI/ML capabilities improve customer experiences and make interactions more effective.

In this eBook, learn how to modernize your contact center on the cloud so you can leverage AI capabilities, apply automated testing with DevOps strategies, and implement continuous customer experience (CX) monitoring. And discover solutions from Cyara and Amazon Web Services (AWS) that can help.

Adopt AI so every agent can be an “ace” agent

AI is a key component in enabling your agents to resolve customer needs faster and more efficiently.

Learn more about Cyara Accelerator

Migrating your contact center platform to the cloud is important—now more than ever. Forrester’s Kate Leggett cites three trends for 2020¹ that include the use of automation and AI in modern contact centers: repetitive agent tasks will be automated, AI-infused agent desktop technologies will become more critical, and agent staffing and culture will transform as AI continues to evolve. All three trends are facilitated by the cloud.

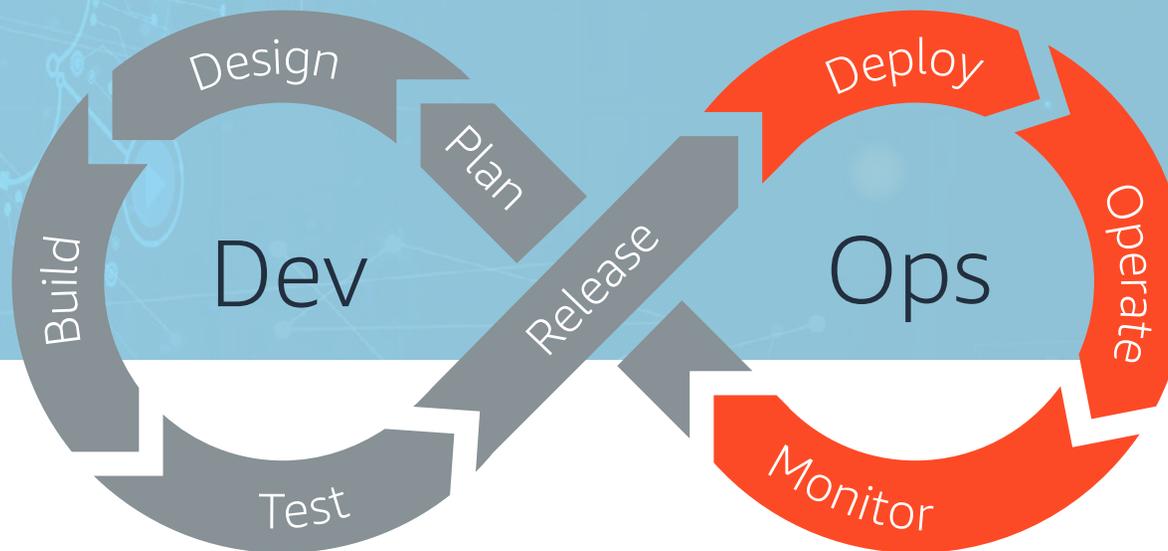
By quickly enabling new features to enhance your contact center via artificial intelligence, every agent could be an “ace” agent. New agents will have a lower learning curve. Apply skills-based routing to ensure customers are connected to the right agent at the right time no matter how they enter the system. AI can help you surface customer data and desktop tools can propose new tactics for the agent during a call. AI can effectively use speech recognition and transcription, which can be used for later training. As well, translation options can be used for customers that speak other languages.

¹ The Three Megatrends For Customer Service In 2020, Forrester blog, Jan. 16, 2020, <https://go.forrester.com/blogs/the-three-megatrends-for-customer-service-in-2020/>

Implement DevOps principles for contact centers so you can continue to innovate

By introducing DevOps principles to your contact center IT teams, you help ensure a flawless, defect-free customer journey. Similar to designing for the web, you can apply continuous integration and continuous delivery (CI/CD), as well as dev/test, to your contact center operations.

Of these principles, applying automated testing is of greatest importance and focus: it saves time, money, and discovers things to fix now, instead of having to do it later. Ultimately, automated testing enables you to respond quickly and fix issues in the build stage, get innovations out quicker and be more responsive to the market, and enable the best customer experience with fewer issues arising in production.



Set your strategy for a successful cloud migration

In planning your approach to your contact center migration to the cloud with the DevOps cycle in mind, the first challenge is understanding existing IVR applications. This is important, as it's also the first customer experience. IVR applications are often old and not well documented. Lack of documentation is usually the first pain point organizations experience when looking to move to the cloud. In the past, someone had to call in to the system and explore each path to document it. Now, that process can be automated.

"You should not underestimate the power of test automation."

—Juliano Tripodi, Agile Delivery Lead, Electrolux

Cyara can help automate that process of documenting your IVR by repeatedly calling into it and capture the flows and prompts. Once documentation is in place, you can export it to Amazon Connect and automatically create visual call flows, including the prompts, giving you a running start to getting your IVR migrated. And, even if you plan to redesign your IVR applications, you can use this as a baseline, to make sure it performs as well as it had on the prior platform.

Tackling testing is an important hurdle. The overall effort to migrate is a big undertaking with risk of delays, and testing can be a bottleneck. If you leave testing until the end, or choose not to test certain capabilities or call flows, the result will be poor-quality code and could create technical debt.

You need to test throughout the development cycle. Run functional testing as each piece of code is checked in, and upon code completion. At the end of a sprint, run regression testing to make sure all the pieces work together, and work with old code.

Because cloud contact center solutions add new demands on your infrastructure, there is a heightened need for load testing to uncover issues like latency and voice quality. So, before rolling out new features or functionality, test at scale. Cyara can perform load testing to assure systems perform at scale by creating bots to call in for various load demands. By testing your infrastructure holistically, and at scale, you can uncover issues around voice quality, or latency.

To be able to test sufficiently, the solution is to automate testing, which can accelerate the timeline for migrating your contact center. You'll be able to catch issues early, resulting in limited-to-no customer impact.

The end beneficiary of continuous customer experience (CX) monitoring: Your customers

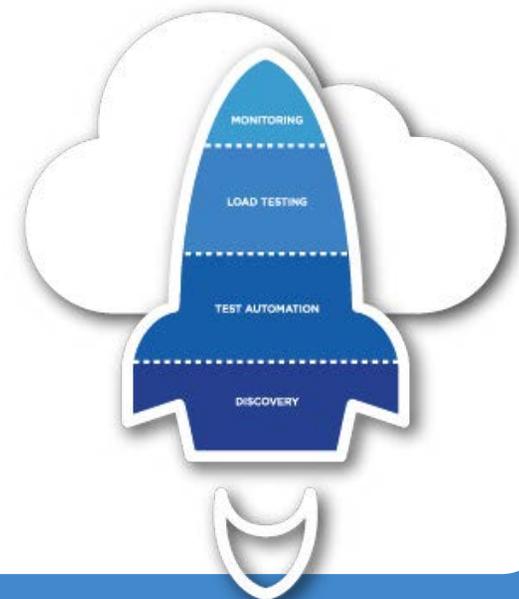
Once in production, you need to make sure things are running smoothly and that customers can consistently accomplish their goals. The reality is that technology can break, and while monitoring of contact center technology at the component level would be managed by a cloud vendor, there's another type of monitoring that continues to be important for you to manage yourself: CX monitoring.

The main function of CX monitoring is to mimic customer behaviors and engage the technology just as a customer would, then, to report any issues. For example, if a customer is hung up on, or the voice quality is bad, the customer gets upset in the moment but doesn't report those things. CX monitoring can detect those fails *and* report on them so they are actionable and correctable, and you can continuously improve your products and customer service. CX monitoring tells you if a customer journey as a whole has failed. Each individual piece may be working fine, but the whole can still fail due to broken integrations, mis-configurations, and other factors that wouldn't be captured by component monitoring.

Automated testing and continuous CX monitoring are key steps in the contact center migration.²

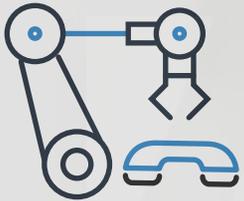
- **Improved customer experience quality:** because test automation is faster, you can test more, creating less opportunity for defects to get into production
- **Faster time to market:** Cyara shortens development cycles by 40-70 percent
- **Shorter time to perform your migration:** up to 2 times faster
- **Continuous iteration:** once migrated, you can still make updates and adjustments
- **Continuous testing:** after migration, you can continue testing throughout development cycles

² Based on Cyara internal data; these represent customer averages.



The Total Economic Impact™ of Cyara

A Total Economic Impact Study with Forrester³ found many advantages to Cyara's continuous testing approach: increased IVR containment performance, and overall improved customer experience.



Fewer issues and defects mean a higher call containment rate:

less agent time with these calls, allowing organizations to repurpose nearly 10 percent of agents



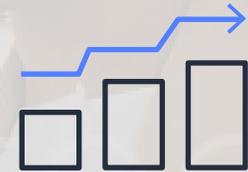
Fewer outages, resulting from thorough IVR testing,

and a reduction in severity level 1 (SEV1) outages by 90 percent



Automated testing resulted in labor cost savings:

labor assets could be re-deployed to do higher value work, assigning up to two-thirds of testers to other tasks



Recaptured the value of 80 percent of abandoned callers:

detecting issues early resulted in less abandoned calls. For sales verticals this means higher conversions

³ The Total Economic Impact™ Of Cyara—Cost Savings And Business Benefits Enabled By Cyara, A Forrester Total Economic Impact™ Study Commissioned By Cyara, January 2020
https://info.cyara.com/forrester_tei_study

Amazon Connect enables satisfying and efficient interactions

Anticipate your customers' needs and resolve their issues faster and more efficiently with Amazon Connect. The easy-to-use, omnichannel cloud contact center helps companies provide superior customer service at a lower cost. With powerful artificial intelligence (AI) and machine learning (ML) capabilities, you can design automated experiences and conversational interfaces into any application. And, you will be leveraging the same speech-to-text and natural language understanding (NLU) technology that powers Amazon's Alexa.

The result: by adding automation, your Amazon Connect implementation can engage customers in delightful and effective conversations without the need to escalate to an agent. You can track customer sentiment through native real-time analytics. With omnichannel interactions across voice and chat, you can empower your contact center agents to provide superior, proactive, and consistent customer experiences across all channels.

Amazon Connect can be deployed in minutes, versus months, and accessed anywhere through a compatible browser to elevate your customer service experience, and improve your agents' productivity.



With powerful artificial intelligence and machine learning capabilities, you can design automated experiences and conversational interfaces into any application.

Connecting the dots:

AWS and Cyara streamline the cloud migration process



Choosing the Cyara Accelerator for Amazon Connect, part of the Cyara Automated CX Assurance Platform, enables you to accelerate the process of migrating your contact center technology to the cloud:

- **Cyara ensures successful migration** by reducing defects and unplanned work, designing flawless customer journeys, and applying Agile and DevOps methodologies
- **Cyara performs IVR application discovery**, exploring all menu options in order to produce documentation for baselining or use in Amazon Connect
- **Cyara performs automated testing** as the platform migrates. It applies further testing for your voice applications that live in IVR and other contact center technologies, like agent routing and data passing, streamlining and accelerating the process, and making it more successful overall
- **Cyara supplies continuous CX monitoring** that can find issues and resolve them, to move forward with agility
- **Cyara can accelerate your deployments and migrations of Amazon Connect**, get them up and going faster, de-risk them, test them to make sure they work, ultimately making them more successful

With Amazon Connect and the Cyara Accelerator, make your migration to the cloud easier and quicker so you can anticipate your customers' needs and deliver exceptional customer experiences.

[Learn more about Cyara Accelerator](#)

