

Priority Delivery of Exceptional Omnichannel CX



Automated IVR Testing and Monitoring Leads to a Successful Contact Center Migration



For over 750,000 businesses worldwide, including more than 90% of the Fortune 500, Pitney Bowes is a trusted technology partner that plays a critical role in coordinating the on-time delivery of essential invoices, statements, and packages.

As today's world has evolved, so has the need for omnichannel customer contact solutions that can meet the needs of Pitney Bowes' global customer base. Customers rely on the ability to quickly access account details, check on the status of a delivery, or connect with a live agent for help with complex logistics. The capabilities of Pitney Bowes' legacy call center solution could no longer keep pace with the

Company: Pitney Bowes

Industry: Shipping and Logistics

Location: Global

Company Size: 11,000 employees, serving over 750,000 businesses worldwide

Challenges:

- Migration from an antiquated call center solution to a modern Genesys solution
- Testing automation was needed to assure performance of seven IVRs as well as new phones and customer channels
- Undetected latencies caused interaction delays, potentially impacting the customer experience

Solutions:

- Cyara Cruncher
- Cyara Pulse
- Cyara Velocity

“I think one of the biggest benefits is the ability to automate tests for multi-language IVRs to scale, using both DTMF and speech with Cyara Velocity.”

—April Del Angel, Manager Technology Solutions, Pitney Bowes



demands of modern commerce, and they were overdue for a platform upgrade.

Migration to any new technology requires a great deal of coordination and collaboration between teams to ensure that customer-facing services experience minimal impact. This was of particular importance to Pitney Bowes, who view customers as their North Stars and consistently capture metrics such as net customer satisfaction (NSAT) and net promoter scores (NPS) to continually evaluate and improve the customer experience.

“This is one of the most important measures for Pitney Bowes. We are very focused on NSAT and NPS which are key measure of client satisfaction.”

—April Del Angel, Manager
Technology Solutions, Pitney Bowes

Automated Testing Implemented for CX Assurance

Pitney Bowes began the transition to a newer, more sophisticated Genesys contact center solution, with the understanding that they would need a way to automate the testing of all seven of their IVRs, as well as perform load testing on the new system to ensure that customers would always be able to get their questions answered.

The project manager overseeing their Genesys implementation recommended Cyara for test automation, based on her positive experiences with Cyara on previous projects.

Cyara Velocity enabled the team to develop test cases from existing customer journeys represented by their suite of IVRs and begin automated testing to ensure the Genesys migration progressed smoothly.

Pitney Bowes' Manager of Technology Solutions, April Del Angel, found particular value in the amount of test automation coverage they were able to obtain with Velocity. Thousands of test cases were created to assure the full range of Pitney Bowes customer journeys, and automated tests could be run in close to half the time it took to dial manually.

“We set up our Velocity campaigns to cover numerous complex IVRs at one time. Although the campaigns can run anywhere from a few hours to a few days, it saves so much effort versus dialing manually. So it's a huge time saver in that aspect.”

Moving from manual dialing to automation accelerated project timelines by reducing the time needed to devote to the testing process. Additionally, it gave time back to IVR team members who could step away from making test calls to focus on other projects and initiatives, resulting in greater overall productivity.

BENEFITS ACHIEVED



Implemented automated testing to assure an uninterrupted customer journey on a new contact center platform

40%

Savings in time with automated vs. manual testing, increasing productivity and expanding the volume and scope of test cases



Enabled automated monitoring to place test calls every five minutes, on a daily basis



Collected quantitative data on latencies, enabling the team to identify and resolve existing issues

Actionable, Real-Time Performance Data

Another benefit the team gained with the Cyara Platform was the amount of data and documentation they collected, providing them with a reliable way to share performance data with decision makers.

Kate McLaughlin, Business Analyst at Pitney Bowes who works closely with the rest of the IVR team, found that Cyara helped quantify issues with latency that previously had been too subjective to address. “When you call and you’re manually testing, you count, ‘one Mississippi, two Mississippi.’ For us to actually have the data available to show a response took 8.23 seconds, that’s something that’s been truly

beneficial and something that we did not have prior to using Cyara.”

Having this precise level of detail at hand through Cyara’s reporting, the IVR team found it easier to communicate these issues to the right party so they could be accurately addressed.

“It’s really beneficial for us to be able to escalate potential concerns to the business with factual data and say, ‘look at this Cyara data, seems something may not be working as we expect.’”

—Kate McLaughlin, Business Analyst, Pitney Bowes

Cyara Training and 1:1 Support

The team is continuing to fine-tune the level of the alerts they receive to distinguish a true failure that requires action, as opposed to data that can be collected and addressed in due time.

“We work a little bit differently than maybe some other companies do,” McLaughlin explained. “We work primarily with models and test cases, we don’t necessarily use a lot of blocks.” The Cyara team worked with Pitney Bowes to set thresholds that were necessary to enable them to use the platform in a way that was most beneficial.

McLaughlin appreciated the ongoing training and support provided by the customer success team, calling the live instruction offered by Cyara “excellent.” Throughout each training class, their instructor made certain the Pitney Bowes team had the information they needed as they navigated the learning curve and continued to make system adjustments.

“He made sure we were equipped with the knowledge and tools needed to be successful and was available if we had questions or needed clarification via email after training.”



“I also think that the continued training that Cyara offers, even virtually, is really important. It’s nice to be able to log on to those and get any training that we need at any time at no additional cost.”

—Kate McLaughlin, Business Analyst, Pitney Bowes

Next Steps in the Strategic Customer Contact Plan

According to Del Angel, Pitney Bowes has outlined several steps in their strategic plan to enhance the overall customer experience. One area of focus will likely be an upgrade of their current IVR system, potentially with the goal of implementing a cloud-based visual IVR or natural language IVR that would promote omnichannel capabilities and enable customers to engage more naturally with self-service channels.

The Cyara Platform will help the IVR team prepare for and assure upcoming technology migrations. Additionally, Pitney Bowes is exploring ways that Cyara’s integration capabilities with Splunk might enable their team to monitor back-end systems even more extensively than what is currently possible.



Customer Smiles. Delivered at Scale.

As the world’s leading Automated CX Assurance platform provider, Cyara helps you deliver better CX with less effort, cost, and risk. Cyara supports the entire CX software development lifecycle, ensuring enterprises can build flawless customer journeys across digital and voice channels while reducing the risk of customer-facing defects. Every day, the most recognizable brands trust Cyara to help them build better customer experiences faster.

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