Building a Better Banking CX for Every Customer Call

End-to-End Testing Enables a Leading Bank to Confidently Migrate to New CX Technology

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>
> —Quality Assurance Director, Major Australian Bank

As one of the four largest banks in Australia, the bank serves 120,000 retail customer a day from six contact centers. A 12-month project to move to a new carrier and a new contact center platform was a major decision. The bank realized that these moves, which were needed to develop a dynamic, next-generation contact center and better customer experience, would require thorough end-to-end testing prior to roll-out. They brought in Cyara for automated testing to ensure a smooth migration.

Industry: Financial Services

Location: Australia

Company Size: Six contact centers, serving 120,000 customer calls per day

Challenges:

- Voice quality issues were negatively impacting customer experience
- Migrating to a customer experience platform that supported dynamic call routing based on agent skills, business rules, and contextual information
- Needed to assure a peak load of 3,750 concurrent calls and 25 call attempts per second

Solutions:

- Cyara Cruncher
- Cyara Replay
- Cyara Pulse

Building an Ideal Solution from the Ground Up

"The new production customer experience environment was a greenfield solution," said the Quality Assurance Director at the bank, who explained that the solution was designed from the ground up to incorporate dynamic routing of calls. "Skills-based routing and routing to the first available agent were main features and have been areas of positive feedback from the users," she added.

For the new solution, the bank migrated to a new telecommunications carrier and the latest release of the Genesys Voice Platform. Agent desks are equipped with dual screens to display CRM data about the customer. Based on business rules, such as the line of business, and contextual data from the CRM, customer calls are dynamically routed to the first available agent with the skills to handle their call.

Dual Infrastructure

"We've got dual sites for the infrastructure; two data centers and six contact centers," the Quality Assurance Director explained commenting on their platform. The actual infrastructure is housed in the external data centers. "So we've got a dual site on the infrastructure, but the Genesys application takes up the actual business continuity plan (BCP) as well as disaster recovery backup," the Director added. The bank routes calls to the contact center sites using the Genesys application. They also have both data and call flow recovery options.

"The dual infrastructure design provides the bank with resilience and enables it to meet KPI requirements for availability," the Director explained. "From a contact center point of view, it not only created the ability to route to agents based on skills, but also brought up the capacity of our business," she added.

Working with Cyara

Automated testing for the new platform was a second project for which the bank worked with Cyara. The bank had previously brought in Cyara for some load testing in 2013. The bank did not use any automated testing for telephony. "We now have a Cyara housed infrastructure on our production platforms," said the Director.

"For the new platform, we used Cyara for performance and load testing of the infrastructure in production and also in pre-production, not just to demonstrate the performance of the Genesys application, but also to show the performance of the infrastructure build for future new business requirements," the Director said.

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While the new platform was being built, Cyara consultants worked at the bank doing performance and load testing, augmenting the bank's testers.

"That's not to say that our testers couldn't have handled that work," the Director said. "The benefit was to have Cyara replicate call volumes that we could not have replicated by ourselves."

Working with the carrier, Cyara replicated calls at volume using the Cyara Platform. "In Australia at the moment, there's no other tool that can replicate call volumes. At this stage, in this market where we are today, the Cyara Platform is the only tool available that can test calls at the volume we needed."

Risk-Based Testing

Developing the new platform, the Director said that the team took a risk-based approach to thoroughly test the platform. This approach used non-functional load testing at three points in the project. The first point was to test the infrastructure without the contact center application. This test found that the infrastructure could sustain a peak load for 38 hours with no measurable degradation in performance, voice quality or stability.

The second non-functional testing point, which added in the contact center application, uncovered a problem; the proposed design with the applications could not handle the projected peak load. The bank had to go back to the vendor for a redesign. "We had to change our solutions fundamentally at the application level because the design couldn't handle the peak load," said the Director.

> **"At one point we had five of the Cyara team with us running non-functional load testing after hours. We worked collectively as one team throughout the implementation process. Working with Cyara was a very positive experience."**
>
> —Quality Assurance Director,
> Major Australian Bank

The third non-functional test point confirmed the vendor's changes and assured the team that the issues would not impact customers in the production environment.
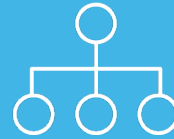
CYARA

120,000
customer calls per day, handled by six contact centers

3,750
concurrent customer calls, including 1,500 calls routed to agents

6,000
unique call flows addressing a wide range of customer inquiries

Ongoing Uses for Cyara

The bank has two instances of Cyara that they have purchased; one sits in Production, and one sits in Pre-Production. The Pre-Production team continues to use the 600 functional automation scripts created during the platform project for ongoing regression testing of the call flows that were implemented by the retail bank. "As a general rule, regression testing would take five people five days," according to the director, "but with Cyara, testing is run overnight with one tester. This is a cost saving, but the benefits are only beginning to be realized this year. It is a saved cost for every project since we are constantly updating and changing requirements and need to test. There are definitely benefits from automation in regard to reuse," said the Director.

"The test bed packs were also handed over to our Production BAU team for monitoring and to identify metrics to find out where calls are going in each of the 6,000 call flows throughout the environment," said the Director. They have not yet started using Cyara for monitoring in Production, but the assets are there, and that's the plan. The Production team does use Cyara daily for regression testing, etc., and they use it weekly if not daily for testing changes to the contact center. "It's an easy system to use and to update, unlike some automation tools," she added.

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