

Proactive CX Monitoring Assures 24/7 Phone Lines

Reduced Testing Costs and Faster Release Cycles Help a Social Agency Prioritize Serving Clients



MINISTRY OF SOCIAL DEVELOPMENT

TE MANATŪ WHAKAHIATO ORA

New Zealand's Ministry of Social Development delivers a wide range of income support and social services to more than one million citizens. The Ministry provides retirement income support, financial support to the unemployed, oversees services for holders of Community Services Cards and provides student loans and allowances.

The Ministry also provides hands-on services such as care and protection of vulnerable children and young people, and arranges funding for and oversees

Company: NZ Ministry of Social Development

Industry: Government and Infrastructure

Location: New Zealand

Company Size: 20 national contact centers with over 2,000 agents

Challenges:

- Provide ongoing, 24/7 support for mission-critical social services
- Switching to a new carrier required number porting for 22,000 numbers
- Manual testing limited test coverage

Solutions:

- Cyara Replay
- Cyara Pulse

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—Brent Ludlam, Voice Manager, New Zealand Ministry of Social Development

the activities of third-party community services providers. Annually it provides over 13 billion dollars and plays a critical role in developing a strong successful community. A critical arm of the Ministry's operations is its 20 call centers, which offer citizens a first point of contact for myriad inquiries.

"Our call centers serve different business units," explained Brent Ludlam, the Ministry's Voice manager. "We have a couple for Study Link and five for Work and Income."

Some of the Ministry's call centers operate during business hours. Others, such as a hotline for reporting family violence, operate between 8:00 a.m. and 11:00 p.m. All are mission critical, leading Ludlam to personally conduct tests each day to ensure they are ready to serve customers.

Number Porting Presents an Opportunity for Process Improvements

In response to demands being placed on its telephony system, the Ministry took the decision to change its main carrier. Number porting therefore became an imperative, and Ludlam realized this move would necessitate the ability to conduct many, many tests of his systems in the

shortest possible time. Ludlam picked Cyara as they had a unique offering in the market.

"Our testing was completely manual and inefficient. The quality of people determined the quality of testing, or we would conduct simple tests to make sure network components would fall over in high availability and disaster recovery scenarios."

—Brent Ludlam, Voice Manager,
New Zealand Ministry of Social
Development

Ludlam stated, "I had also heard good things about the product. The tools do the job. In the early days Cyara only offered a cloud service but once they started offering the solution to purchase outright for premise-based deployment, I piloted it, but I did not sell it on the call centers. I sold it on the number porting, and Cyara paid for itself on that project."

Ludlam used Cyara to ensure the 22,000 newly ported numbers were all redirecting to the appropriate destinations. "I set up a stream manager message on the old and new gateways and dialed a DDI number," he explained. "I could not do that for 22,000 DDI numbers, so we used Cyara."

"On such a big system, the amount of testing you do to cover all of your different scenarios means I could realistically do only

BENEFITS ACHIEVED

40%

Decrease in manual testing efforts with automation, in addition to expanded test coverage



Improved time-to-market for new innovations



Received proactive notification of contact center issues via SMS alerts



Quickly tested number porting throughout the transition to a new carrier

one test in an evening. Cyara meant I could do many tests in minutes with the speed of testing and the software's ability to automate the process shaving substantial time off the project."

"We still do some manual tests to get the business customers comfortable, but overall we dramatically reduced the time that would have been needed for testing. That has meant a speed to market improvement, for sure," he added.

Day-to-Day Testing

Ludlam began using Cyara Pulse every day to proactively test his call center's customer experience, and found the software helped him reduce his pre-dawn testing regime. "I still do run my own tests—I think I am a bit of a control freak—but I only test 10 instead of 50. I trust the platform to do more of the testing for me."

Cyara performs those tests and, if an issue is uncovered, sends Ludlam SMS messages to explain the situation. "I only test the critical ones now," he said. "Cyara does the rest and tells me when they are okay."



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