

Building a Better Banking CX for Every Customer Call

End-to-end testing enables a leading bank to confidently migrate to new CX technology

The challenge

The major Australian bank experienced several voice quality issues, which were negatively impacting customer satisfaction. In its efforts to deliver better CX and develop a dynamic, next-generation contact center, the bank began a 12-month plan to move to a new carrier and contact center platform. However, to achieve its goals, the bank's team needed a thorough, end-to-end CX testing solution to assure thousands of concurrent calls.

Previously, the bank did not use any automated testing for telephony. Instead, the team relied on manual testers. But as the bank looked to scale operations and move to the new contact center platform, manual testing processes lacked efficiency and depth to replicate real-world call volumes.

The solution

The leading Australian bank partnered with Cyara to conduct performance and load testing across its CX infrastructure. This level of rigorous testing was key to validating the contact center platform's performance and assessing the infrastructure's performance for future business requirements.

As the bank moved to the new platform, Cyara consultants worked with the team through their performance and load testing. Cyara helped the team replicate high call volumes and test for any issues before deployment.

ABOUT THE MAJOR AUSTRALIAN BANK

As one of the four largest banks in Australia, the bank serves 120,000 retail customers a day from six contact centers.

THE CYARA ADVANTAGE

Cyara helps leading global enterprises:

- Recapture up to 90% of abandoned callers
- Assure millions of customer journeys
- Deploy AI-powered customer interactions with confidence
- Conduct true in-country number testing across 145+ countries and 400+ global carriers

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Cyara saves 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.

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QUALITY ASSURANCE DIRECTOR,
MAJOR AUSTRALIAN BANK

With Cyara Cruncher and Velocity, the bank conducted non-functional load testing at three points throughout 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 was 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.

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

Cyara made it possible for the team to not only validate performance at various points during the transition process, but address risks that would otherwise escape detection and degrade customer journeys.

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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.

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QUALITY ASSURANCE DIRECTOR,
MAJOR AUSTRALIAN BANK

Outcomes

Reduced regression
testing time and
resources by

80%

Improved voice
quality success
rates to

99.7%

600

functional automation
test cases built that
continue to be used in
regression testing

Discovered and
corrected a major
design issue in
pre-production

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As a general rule, regression testing would take five people five days but with Cyara, testing is run overnight with one tester.

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QUALITY ASSURANCE DIRECTOR,
MAJOR AUSTRALIAN BANK

“It’s an easy system to use and to update, unlike some automation tools.”

QUALITY ASSURANCE DIRECTOR,
MAJOR AUSTRALIAN BANK

The journey continues

The Australian bank’s team continues to use the 600 automation scripts created during the platform project for ongoing regression testing of the call flows that were implemented by the retail bank. By partnering with Cyara, the team has saved countless hours of manual labor and realized the cost savings associated with automation.

Moving forward, in addition to daily regression testing, the team plans to implement Cyara’s CX monitoring solutions.