CYARA

Care for Your Customers with Quality CX

Assure Your Contact Center Performs Under Pressure

Health Insurance companies are essential – especially through crises like COVID-19 – in helping those in need access the medical information, support, and services necessary to see them through. In the face of increased demand for your services, you need to assure that your members and providers can reach you when they need you, and get all their questions answered.

The challenges in delivering on this need are many. At the core, your contact center systems, IVRs, web chat, and text messaging, are complex. And, with situations rapidly changing, you need to make adjustments quickly to update members and providers on timely topics, like COVID-19 messages, revised hours of operation, expected wait times, new routing rules, and specific offers or help you are providing through times of crisis. These are crucial updates to share, but the speed at which you must make them can put quality at risk. If your systems are not operating flawlessly, you might fail to meet service levels, resulting in fines and lost members. Those are some of the immediate concerns, but health insurance industry leaders know they must look beyond the challenges of serving members today. Busy times, like during Open Enrollment, call for contact centers to be prepared for increased customer demand, and you need a way to assure your contact center platform is operating flawlessly, today and tomorrow.

And that's where Cyara can help. As the world's leading Automated CX Assurance Platform,

Cyara automates testing throughout your customer experience (CX) development lifecycle, enabling you to deliver better CX with less effort, cost, and risk. Our Platform uses robotic process automation (RPA) to engage with your IVR and other customer interaction channels, following journeys to accomplish a specific task – just as a member or provider would. Our bots will replicate the most complex of interactions, mirroring the pressures that members and providers apply on your CX systems and agents. With the customer experience metrics we collect, you can fix any issues before customers and agents ever have to experience them.

Cyara works across voice and digital channels, assuring that your IVR, agent routing, data passing, web chat, chatbot, email, and SMS are all working flawlessly. We can even test journeys that span multiple channels in a single interaction. And, we don't just test your inbound channels— we can also test your outbound dialer and call back systems. With Cyara, you can be sure that when you have critical information to get to your members and providers, your systems will deliver.
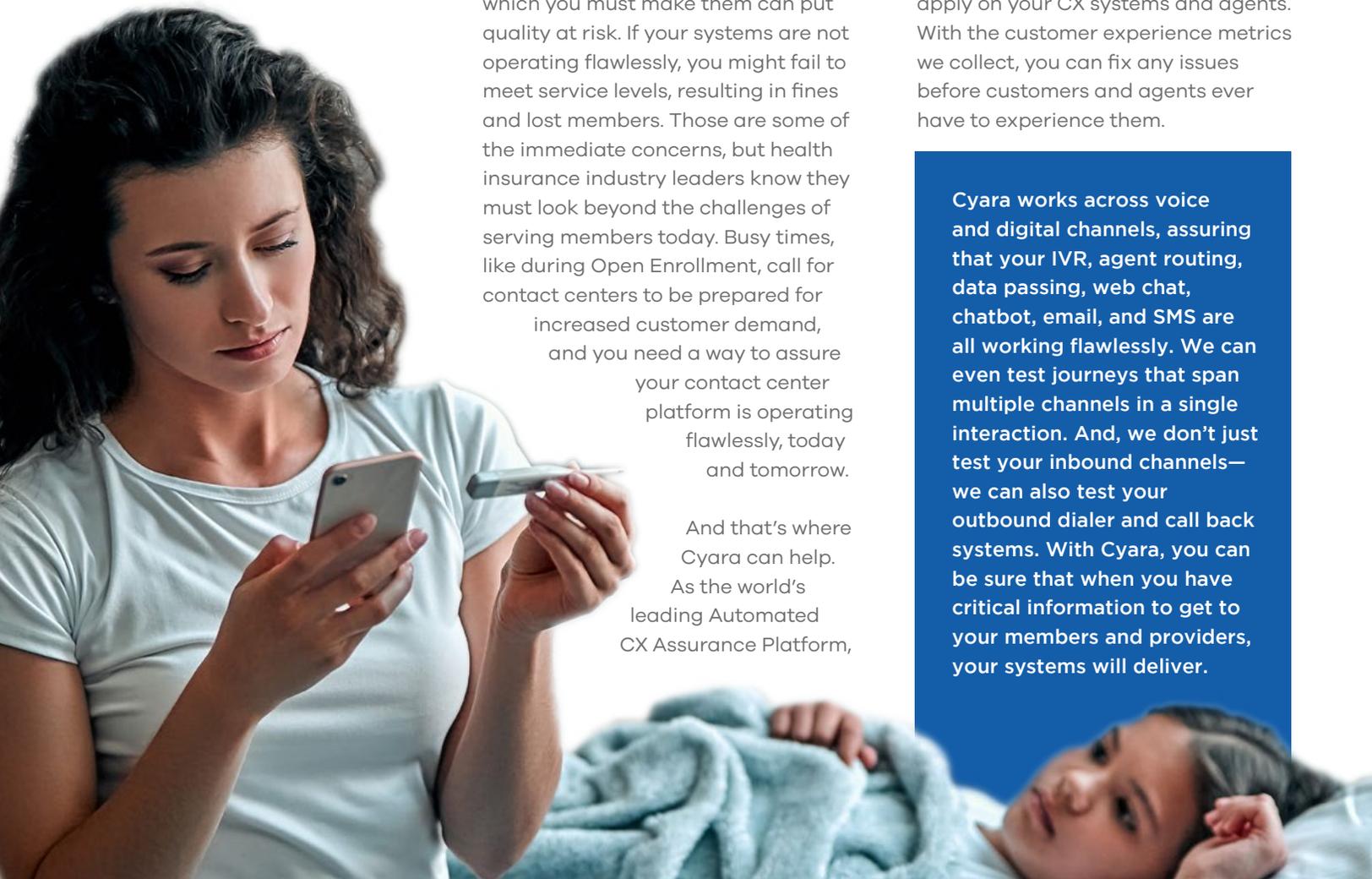
5 WAYS TO IMPROVE CX

1

Monitor interaction channels to assure customers can reach agents 24/7

2

Load test CX systems to ensure performance through times of high demand

3

Automate CX testing to accelerate changes & updates while increasing quality

4

Detect CX issues & defects, before customers experience them

5

Adapt CX in times of change with a cloud-based, single platform assurance solution

✚

4 OUT OF THE 5
Top US Health Insurance Companies Use Cyara

Use Cyara in Your Contact Center to:

Assure your members & providers can always reach you by monitoring your CX systems.

Technology breaks. Especially complex systems with many moving parts. And, of course, it always happens at the most inconvenient time. Cyara enables you to rapidly identify and resolve when something within your CX fails. Whether it's a toll-free number or web chat, you want to make sure your CX technology is running 24/7, answering and transferring, flawlessly. This way, you can rest assured that when your members and providers need you, they can reach you.
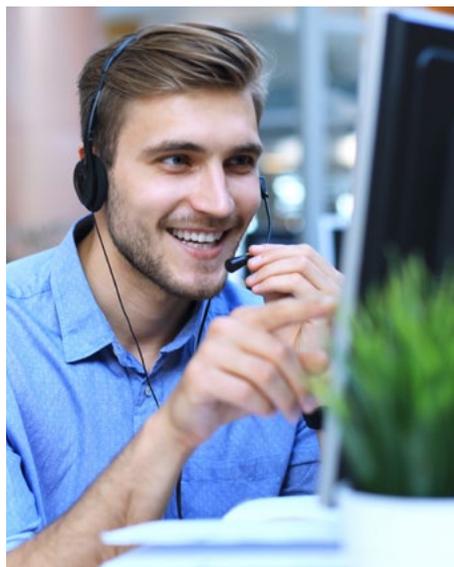
Accelerate release of updates & changes to your CX system by automating testing.

Crisis – like the COVID-19 pandemic – do not usually come with a warning. And in crisis mode, things continue to change rapidly. Business and IT teams are left scrambling to keep up with changes to customer-facing systems. Cyara is purpose-built to solve this problem, making CX testing quicker and easier so you can test early and often. With Cyara, assure systems are always working flawlessly, before you push to production and after systems are live, and make updates, adjustments, and changes rapidly, without risk of error.

Ensure your contact center systems can meet high demand in time for Open Enrollment season.

Even if you tested your customer interaction systems for the last annual election period, will they stand up against call volumes driven by COVID-19 disruption? Cyara can replicate times when members and providers are calling in all at once to assure that your IVR, routing, and CTI hold up under pressure. Likewise, we can simulate load for digital channels, like webchat, email, and SMS. Ready yourself for open enrollment season by load-testing customer journeys across voice and digital channels.

### Mitigate risks from issues & defects in your CX.

Cyara automates contact center testing directly based on the CX journeys you've designed, eliminating errors early in the development cycle, and saving you from countless hours of rework. This visual, design-driven CX modeling approach allows you to find issues during the development process through functional, regression and load testing, minimizing defects that otherwise would make it into production and reach your customers. If something does turn up in production, Cyara's CX monitoring finds it early and delivers the details that allow you to resolve it quickly. This means your systems are operating at peak performance, you can meet regulatory service-level-agreements, your members and providers aren't annoyed by failed interactions, and prospective members won't leave, frustrated with poor CX performance.

Prepare your CX infrastructure for tomorrow, whatever it may bring.

On the other side of crises, like COVID-19, executives know they need to learn from the past and prepare for the future. Building robust business continuity plans is top-of-mind, but what good are those plans without assurance? For many contact centers, business continuity plans involve at-home agents and cloud-based infrastructure, and Cyara's Platform can help you assure that those CX systems – no matter where they are hosted – deliver the quality CX that reassures and helps your members and providers, especially when they need it most.

Assure quality CX when your customers need you the most.

Your members and providers have pressing questions about open enrollment, eligibility, claim status, services, and payments. Customer Experience that is nimble enough to adapt to real-time news, announcements, and updates while connecting members and providers to the departments, agents, and answers they need is more important than ever.
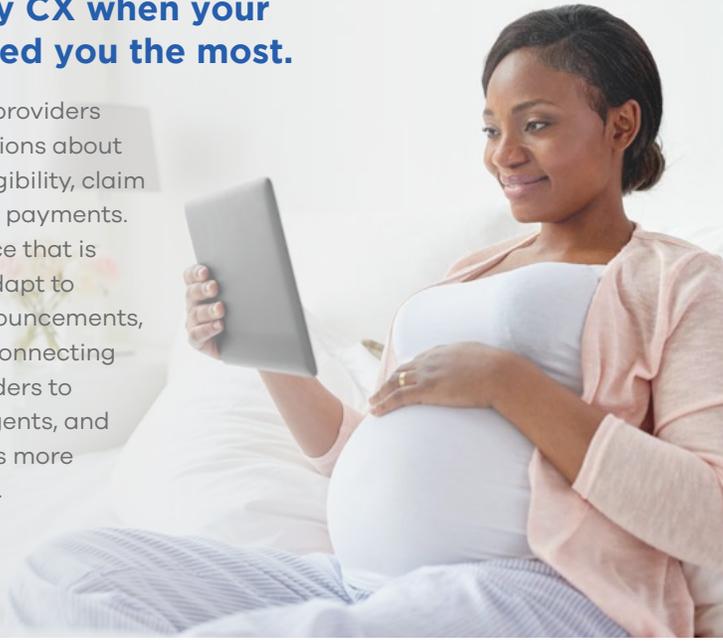
About Cyara

Cyara is the world's leading Automated CX Assurance Platform provider, proven with over 14 years of experience. We serve 4 of the top 5 health insurance providers and help brands from all industries deliver better CX with less effort, cost, and risk. Cyara supports the entire CX software development lifecycle, from design to functional and regression testing, load testing, and production monitoring – ensuring enterprises can build flawless customer journeys across voice and digital channels while reducing the risk of customer-facing defects. Every day, the most recognizable brands across the globe trust Cyara to deliver customer smiles at scale.

> The flexibility (of Cyara) means that my engineers get alerts and the technical details they need to resolve the problem quickly, while my executives get a roll-up to understand the big picture and business performance.

Richie Gass
Sr. Manager of Telephony and Conferencing Services, IT
Blue Shield of California

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FOR MORE INFORMATION:

Contact your account executive to learn how we can help you accelerate your CX ahead of customer demands.

Customer Smiles.
Delivered at Scale.