CYARA

Leading US Health Insurance Provider
Automates Testing to Achieve Quality @Speed

Strategic Move to Increase Time-to-Market in IVR Development

A leading health benefits company in the U.S. needed to increase the speed-to-market of the innovative solutions they use to serve their health plan members.

To accomplish this, the company launched a strategic adoption of a more agile and faster approach to software development. The key goals of this endeavor were to:

- Improve the frequency and ease of releases
- Reduce manual processes and time-to-deployment
- Increase quality and reduce defects in deployment

COMPANY AT-A-GLANCE

- **One of the largest health benefits companies in the U.S.**
- **73 million people served through affiliated companies.**
- **40 million people served through family of health plans.**

Challenge of Transforming IVR Development

Evolving legacy practices isn't easy. "Our development and testing process was primarily manual and deployment typically took 5-8 months. Agile and DevOps required us to go to 2-3 week sprints which was not possible with the current process," said an executive at the health benefits company.

The development team did not know what types of testing was needed in a more agile environment, and did not differentiate between functional, load, and other types of testing. Functional tests were out-of-date, and coverage was inadequate. Load testing was not in place when a new environment was rolled out to detect that the system was not adequately provisioned to handle its capacity. The result? During high-volume periods – like open enrollment - routing and "ring, no answer" issues were not detected during testing, ultimately leading to a serious Sev 1 outage. Making matters worse, for budget reasons, monitoring levels were insufficient, so some critical issues were not identified until they were already impacting interactions with end customers.

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For the company the IVR was a key point of customer interaction, handling tens of thousands of calls per day, and supporting important transactions, like enrolling in or modifying plans, and managing claims. Both development and testing required manual and sequential processes, and the team's legacy testing tools weren't up to the task. Before Cyara, this leading U.S. health insurance provider's Systems Integration Test execution took 55 hours, and User Acceptance test execution took 44 hours to run.

Cyara Platform Plays a Pivotal Role in Enabling an Easier, Faster Way to Better CX

To meet the company's aggressive goals of CX transformation, the IVR development team brought in Cyara's Automated CX Assurance Platform to automate functional, regression, load, and monitoring testing. With automated functional testing, Cyara enabled the company's team to meet the high bar of 2-3 week sprints vs. the current 5-8 month deployments.

Length of Deployment

With Cyara

Prior to Cyara

2-3 weeks   12-16 weeks (3-4 Months)
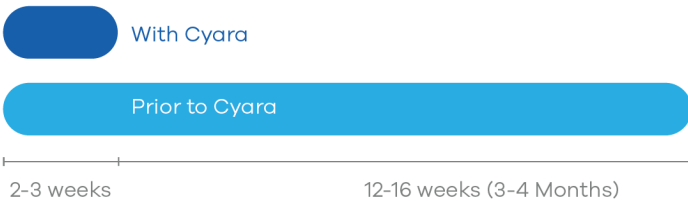
A Behind-the-Scene Look at This Health Benefits' CX Assurance Transformation

Utilizing Cyara, the provider's development team built 1,500-2,000 tests cases and created a suite of regression tests. Third party continuous integration/continuous deployment (CI/CD) solutions were brought in as part of the DevOps solution chain.

Cyara's automated testing was integrated using a REST API, and Cyara automatically created load tests to determine if the company's IVR system was provisioned for the high call volumes. Cyara simulated tens of thousands of calls to assess the IVR's readiness to handle the pressures of open enrollment season. The results drove issue resolution prior to deployment and better quality CX through one of the company's most critical business time periods.

After implementing Cyara, the company began the practice of 24x7 IVR monitoring, watching their toll free numbers, databases, latency, and other aspects for errors. Because Cyara is an integrated platform supporting the entire software development lifecycle, the company was able to re-use the test cases developed for functional testing as monitoring tests, saving them effort, cost, and risk.

Cyara coaching and training services supported the team's transformation as they learned how to leverage Cyara's Platform to collaborate across departments and work together as a single DevOps team.

With Cyara's Automated CX Assurance Platform, the company achieved:

- 2-3 week deployment sprints

- 54% decrease in System Integration Testing (SIT) execution time

- 84% decrease in User Acceptance Testing (UAT) execution time

- 75% decrease in production execution time

- Load testing run on a regular basis to assess call capacity

- Monitoring 24x7 to surface issues before customers find them

- Training on how to create functional, regression, load, and monitoring tests and how to work with other departments as a DevOps team

Learn More About How to Do More with Less

C Y A R A

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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.

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Delivered at Scale.