

# Achieving Excellent Customer Service at Scale



## How Partnership With Cyara Enabled a Major UK Bank To Maintain Its High CX Standards

Ensuring the company can deliver on that mission is a tall order for this UK bank's group services team. As one of the largest retail banks in the U.K., they have their work cut out for them. Their task is to ensure their organization earns trust and loyalty from every customer, whether they experience the company in person at a branch, over the phone via its call centers, or online through its digital services.

To continue ensuring a high-level customer experience, this company embarked on a new journey of technology transformation that would enable it to meet customer expectations in the modern, digital world. Completing that transformation would require not only new layers of technology but the right partnership for customer experience (CX) assurance.

**Company:** Major UK Bank

**Industry:** Banking & Finance

**Location:** U.K.

**Company Size:** 58,000+

**Challenges:**

- High costs from extensive reliance on manual testing labor
- Limited testing capacity due to short release windows and manual processes
- IT department seen as a source of problems rather than solutions
- Support needed to provide complete CX assurance through the company's technology transformation

**Solutions:**

- Velocity: Automated Functional and Regression Testing
- Pulse: CX Monitoring
- Cruncher: Performance Testing

**"The relationship is fantastic, and Cyara is always really accommodating."**

— IVR Manager

# A Customer-Focused Transformation

When it set out on its technology transformation journey, this bank had three primary objectives:

- **Deepen customer relationships:** The new technology would allow them to offer new CX capabilities and enhanced customer journeys.
- **Strengthen financial resilience:** Through strengthened support, the bank would bolster its ability to promote customer well-being and long-term financial strength.
- **Reduce costs of service:** With new digital solutions, they would reduce its reliance on manual labor for routine service to provide deeper customer support in other key areas.

To accomplish these goals, the bank focused on building a cloud-based architecture that would allow it to move away from legacy services and applications to scale its business more efficiently.

Like many businesses, though, a significant obstacle to implementing these technology upgrades reared its head: Its current testing systems couldn't keep pace with the new technology.

## Upgraded Technology Required Upgraded Testing

When Cyara began working with the business' IT department, its software releases were bogged down by manual testing processes. Its monthly IVR releases required 15 people for testing within a limited two-day window. This severely restricted the number and breadth of tests the team could perform and, ultimately, led to CX defects and a lack of trust in IT.

With its move to a next-generation contact center that would boast more sophisticated customer contact capabilities, this bank could no longer lean on these sluggish and unreliable testing methods to guarantee the customer experience would meet company standards. It would need a testing solution capable of handling far greater volume at much faster speeds, all while significantly reducing the number of manual testers involved.

### KEY OUTCOMES:

**90-95%**  
**TEST COVERAGE**

Expanded testing to  
cover the vast majority  
of use cases



Testing time reduced  
threefold, with regression  
tests now clocking in  
at an hour or less

**60%**

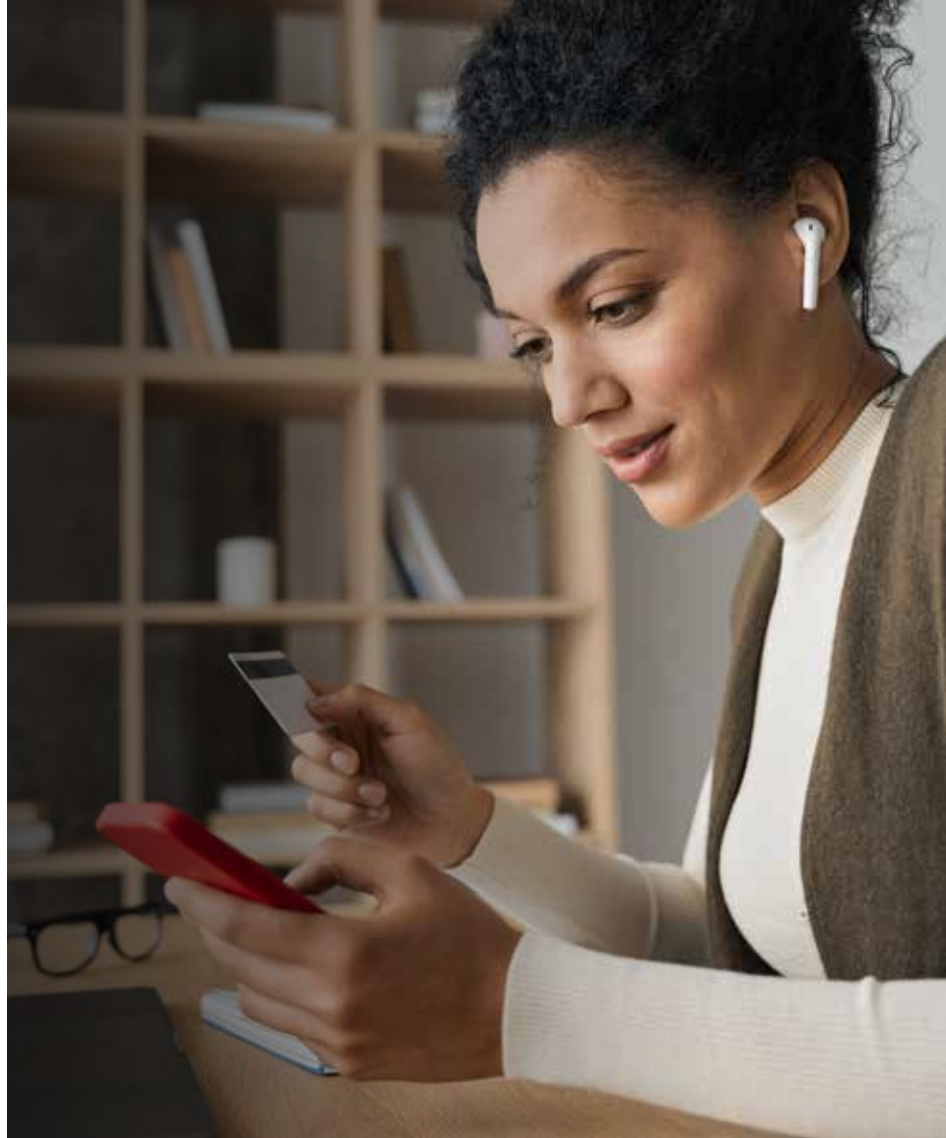
Reduced manual labor  
from 15 testers to 5-6



**REPAIRED TRUST**  
IT department now  
seen as a source of  
CX solutions, not problems

By deploying a trifecta of Cyara's solutions — Velocity, Pulse and Cruncher — this organization achieved all this and more. It expanded to 90–95% test coverage and performed tests in a third of the time with a third of the staff. But, more important, it did this with full assurance that its new technology platform could perform at scale and prevent any defects or issues from affecting the customer experience. And by doing so, it restored trust in IT so key departments could work together for a smooth transition.

All of this is made possible not only by Cyara's award-winning and easy-to-use CX platform but also through the training and support we provide to our customers. Like this organization, we know our product is more than just the products we offer — service is paramount. When our clients embark on a major technology transformation, we are there with the solutions and the support to make sure they can achieve their goals.



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## Customer Smiles. **Delivered at Scale.**

As the world's leading Automated CX Assurance platform provider, Cyara helps you deliver better CX with less effort, cost, and risk. Cyara supports the entire CX software development lifecycle, ensuring enterprises can build flawless customer journeys across digital and voice channels while reducing the risk of customer-facing defects. Every day, the most recognizable brands trust Cyara to help them build better customer experiences faster.

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