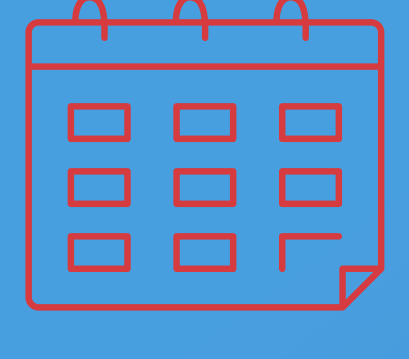


Welcome to GENESYS CLOUD

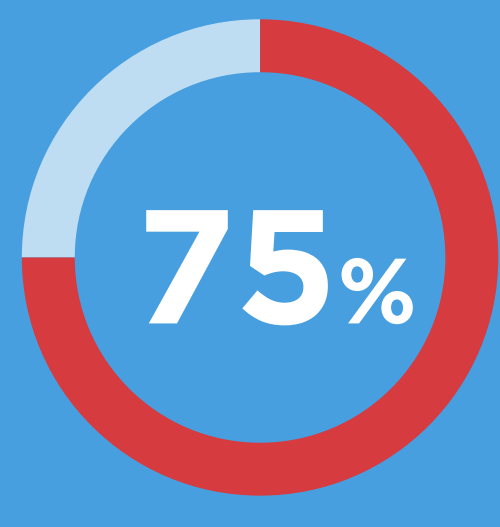
with Cyara Cloud
Migration Assurance



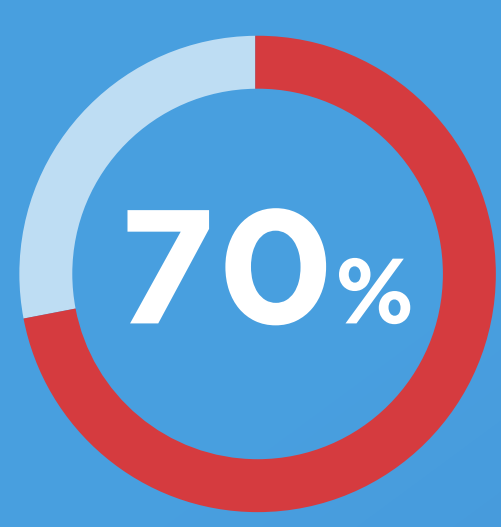
2023 OUTLOOK

CCaaS will be the preferred adoption model in 50% of contact centers (up from 10% in 2019)

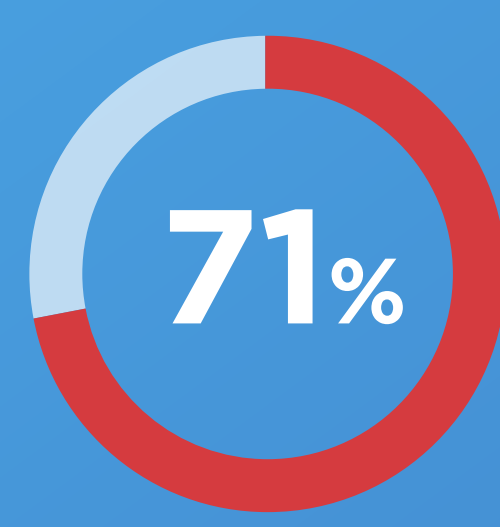
Cyara has helped Genesys Cloud users achieve:



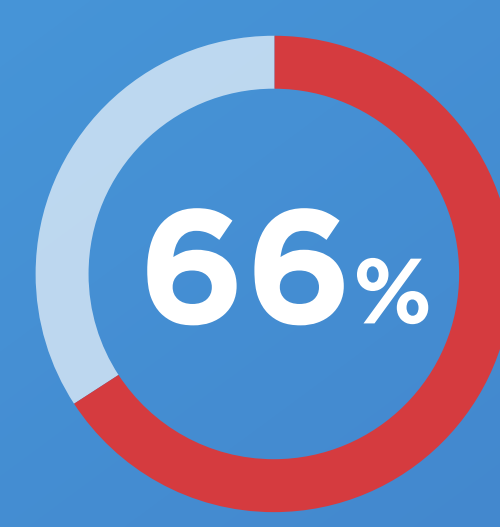
Ability to add new features, chatbots, and interaction tools



Improved agent efficiency and productivity



Improved scalability for business needs



Moving from a CapEx to OpEx model

72% Improved customer experience

Research shows Genesys as a leader in the cloud contact center market.

571%
ROI

Call centers that selected Genesys Cloud achieved 571% ROI

\$2M
SAVED

Genesys Cloud users saved \$2 million in hardware, software, and scaling costs

PRODUCTIVITY
+25%

Genesys Cloud's intuitive user interface contributes to a 25% boost in productivity per year

AVOID DETOURS AHEAD

Complexity of Migrations can result in 9-12+ Months transition to the cloud



Missing critical existing IVR data & documentation



Delays caused by manual testing



Human error issues lowering customer interactions



Downtime & system failure

To Do:

Baseline Your Current Environment

- ☒ Cyara Evaluates Your Current IVR
- ☒ Cyara Automatically Documents Current Applications

Moving your Contact Center to Genesys Cloud?

Along the Way:
Rebuild Applications on Genesys Cloud



40%-70% Faster To Market

Cyara generates test cases throughout the development cycle



2x to 3x Less Time Per Test

Cyara assures all channels

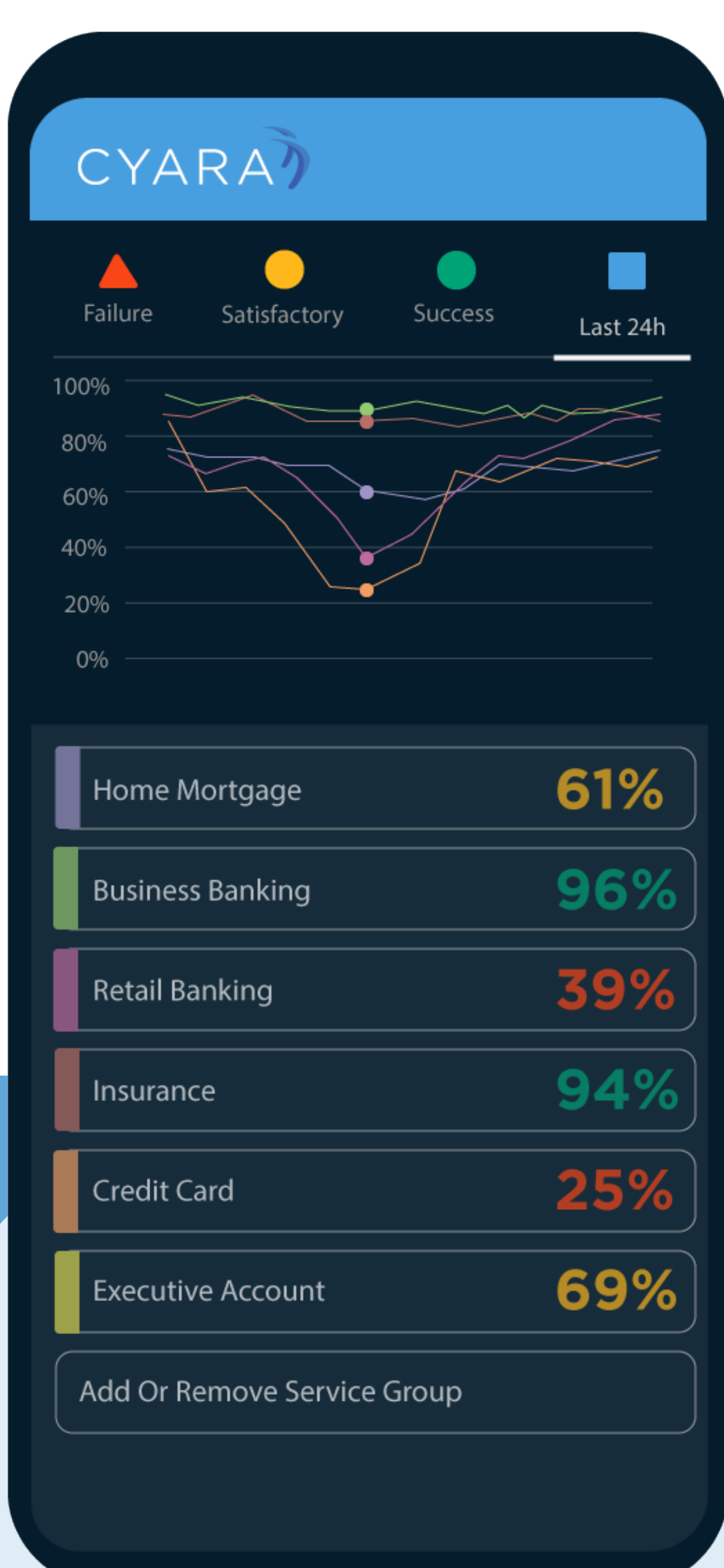
- Self-service, including chatbots
- Agent assisted
- Omnichannel



90% Test Coverage

Cyara automatically tests applications on Genesys Cloud to ensure proper migration occurred.

- Prompts play properly
- Back-end lookups work
- Voice quality meets standards
- Peak volumes can be handled



You've Arrived in the Cloud! But the Journey's Not Over...

Cyara uses RPA Tests to **Continuously Monitor Production**—from the customer's perspective—assuring that applications work flawlessly in your Genesys Cloud environment.

DID YOU KNOW

1

Test cases auto-generated by Cyara's Cloud Migration Assurance for Genesys Cloud can be reused for functional, regression, and load testing, as well as ongoing system monitoring.

2

Cyara documents your existing IVR call flows with Natural Language Understanding, DTMF, and Directed Dialog.

Learn more at www.cyara.com



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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