Assurance for Omnichannel CX

How Cyara's Automated Testing Helped a Major Insurer Enhance Its Customer Service Through Twilio

As one of the largest property and casualty insurer in the world, this organization is entrusted with insuring personal and business lines for millions of individuals and companies. Critical to honoring that trust is this company's ability to provide excellent customer service across its global contact centers.

To keep in step with changing expectations for customer experience, the company announced that it would embark on a two-year transition to Twilio. This new platform would allow them to better deliver omnichannel service and engage customers wherever they prefer.

To make the most of this transition and guarantee a higher level of CX assurance, however, the company would need to make some other changes.

Industry: Major US Insurance Company

Location: US

Company Size: 45,000 Global Employees

Challenges:

- In process of transforming its omnichannel contact center operations through Twilio
- Monthly regression testing cycles required five testers and seven days of testing
- Lack of in-production monitoring kept the company in a reactive state when addressing defects

Solutions:

- Cyara Velocity
- Cyara Pulse

"Cyara has massively transformed our ability to manage our voice channels. The platform been a great way to build test cases which we can now execute more and more quickly."

—Telephony Manager,
Major US Insurance Company

Manual Testing Models Weren't up to the Task

As is often the case when an organization migrates or upgrades its cloud-based CX platform, this company learned that some key changes were in order for its testing and monitoring methods. Before the transition, its regression testing cycles were lengthy and labor-heavy, requiring five testers over seven days to complete the job. For the personal insurance lines side of the business, all regression testing was completely manual.

Because of the labor and time involved, these tests came in spurts. In addition, live monitoring wasn't a priority, which led to a highly reactive approach to discovering and correcting CX defects. Rather than testing on an ongoing basis, its testers, known as guardians, were called in toward the end of the development cycle. This created a lengthy process for undoing defects before changes could go live.

With its move to a more robust, omnichannel CX system, these issues were only going to be magnified. This insurance company needed not only to transform its CX, but also to change its model for CX assurance.

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Enhanced Efficiency and Assurance Through Automation

To enhance CX assurance and smooth its transition to Twilio, this company brought Cyara's award-winning platform into the mix. This would allow the company to automate the majority of its testing processes and introduce live monitoring.

Within just a few quarters, 88% of their test cases for personal lines were automated. Not only that, but its regression-testing cycle was cut to 35 hours over three and a half days instead of seven full days of testing.

BENEFITS ACHIEVED

Regression testing cycle reduced from 5 employees and 7 days to a 35-hours in 3.5 days

Up to 98% of test cases now fully automated through Cyara on business lines sides of company

Early identification Continuous testing allows testers to capture bugs much earlier in development

10% of test cases converted into dashboard for daily non-production health checks

These changes meant that their guardians could move toward a more continuous testing model, which allowed them to identify bugs much earlier in the development process. Because of this, they could pick up their pace of releases and even provide additional testing support to other teams in the organization.

On the business lines side, automation was even more extensive. This organization was able to achieve 100% automated test coverage for new IVR apps, as well as 95–98% coverage for all feature testing across the board.

Thanks to these changes, they can now maximize the impact of its transition to a more robust omnichannel CX through Twilio.

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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