

# The Power of Load Testing and Real-Time Monitoring

How Cyara Equips An International Financial And Administrative Services Firm Maintain Strong CX



Equiniti (EQ) has been helping businesses of all kinds navigate an ever-changing world for over a century. From handling share registration for listed companies to administering pension schemes, Equiniti aims to care for every customer and simplify every transaction, whilst reducing its impact on the environment.

**Company:** Equiniti

**Industry:** Financial & Administrative Services

**Location:** U.K. & U.S. with operations in India, Poland and Netherlands


**Company Size:** 6500

**Challenges:**

- Needed to conduct thorough performance testing on a new cloud platform.
- Existing monitoring capabilities were limited to the network level and did not provide a detailed view of customer experience.
- High costs of production defects in the company's voice channel.

**Solutions:**

- Cyara Pulse



“Cyara is an excellent tool enabling us to resolve issues much quicker.”

—Grzegorz Zablyszcz, Unified Communications Manager, Equiniti

All told, EQ provides expert shareholder, retirement, remediation, and credit services to customers in over 180 countries. Its 6,500 strong team supports 49% of the FTSE 100 and 35% of the S&P 500, with 35% of UK pensioners paid by their proprietary systems. It sends over \$279 billion in payments annually and its services benefit some 36 million people around the world. EQ is the UK's share registration market leader and #2 US transfer agent, with a vision to become the leading global share registrar, offering complementary services to its client base.

Underlying all these services is Equiniti's contact center, which serves as a key hub for customer service and business revenue. To manage this vast and growing scope of services, Equiniti moved its cloud contact center operations to a new platform run by Cisco and hosted by British Telecom (BT). But this change alone would not be enough to ensure the company could continue to meet its clients' needs and grow its reach.

## Stress-Testing To Ensure Success

Equiniti's first challenge after moving its cloud platform was to ensure it would perform well under stress. With so many customers and a wide range of services in the U.K. and the U.S., it's critical for the contact center to manage large fluctuations in call volume that can happen at any time. Stakeholders need to be certain that, regardless of where the call center is hosted, it can handle the needs of a growing company with trans-Atlantic reach.

To be sure this was the case, Equiniti leveraged Cyara's load testing capabilities. These tests were especially critical after migrating from one cloud platform to another, as this can often cause problems that go undetected until the business goes live on the new platform.

After multiple load tests with Cyara, though, Equiniti was convinced its migration was successful and that the call center would perform as expected in its new environment. It could relaunch its call center with confidence.

**“Adoption of Cyara instilled confidence in services we provide to our clients”**

— Jakub Harmata, Team Lead & Senior UCC Engineer

## KEY OUTCOMES



### **Real-time Visibility:**

Equiniti now has a live view into the customer experience



### **Facts Over Anecdotes:**

Instead of relying on customer or agent reports about CX failures, Cyara helps to collect real-time data to report and resolve issues



### **Cost Reduction:**

Faster discovery of defects reduces customer impact and lowers costs.



### **Assurance at Scale:**

With expanded load testing and live monitoring, Equiniti has the confidence needed to scale its CX platform and grow its business.

# A Window Into Customer Experience

To truly ensure it could deliver positive experiences to its clientele, Equiniti needed to further enhance the ability to see and assess customer experiences in real time, through proactive engagement. This was achieved by stacking Cyara Pulse with their network host BT's monitoring capabilities, Equiniti are now able to spot issues in real time and quickly report them to BT or its speech recognition partner, Nuance.

Faster recognition leads to faster resolution, and that enables Equiniti to deliver a better CX at a lower cost.



**PULSE**  
Customer Experience  
Monitoring



## Customer Smiles. Delivered at Scale.

Cyara revolutionizes the way businesses transform and optimize customer experiences. Cyara's AI-based CX Transformation Platform empowers enterprises to deliver flawless interactions across voice, video, digital, and chatbot experiences. With Cyara, businesses improve customer journeys through continuous innovation while reducing cost and minimizing risk. With a 96% customer retention rate and world-class NPS, today's leading brands trust Cyara every day to deliver customer smiles at scale.

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