



# Cyara CentraCX

## Collect, Understand & Action Customer Feedback to Design Better CX with Real-Time Voice of the Customer for Contact Centers

With steep marketplace competition and customer expectations at an all-time high, it's not enough to say that your customer experience "works". The real test is whether it works like your customers want and need it to. To learn whether your CX passes that test, you have to go straight to the source, catching customers when their memory is sharp and their feedback is freshest.

In the past, companies have relied on long, in-person surveys and focus groups for customer feedback. But those are slow, expensive and limit the number of customers you can reach. And once collected, it's difficult to aggregate results, extrapolate the key insights that will transform CX, and rally the troops to make changes that accurately reflect feedback.

**Meet Cyara CentraCX, a revolutionary real-time Voice of the Customer (VoC) feedback management solution built specifically for contact centers. CentraCX allows you to gather and assess a powerful combination of qualitative metrics and quantitative open feedback that surface issues, accelerate change, and drive CX transformation to not just meet, but exceed customer expectations.**

### WITH CENTRACX VOC FEEDBACK, YOU CAN



#### Reduce Churn

Insights about customer satisfaction enable business leadership to improve CX and reduce churn



#### Improve Agent Performance & Retention

Detailed information about agent performance enables managers to deliver rewards and coaching that improve agent performance and retention



#### Enhance Processes & Products

Find drivers of call volume and identify new self-service opportunities with deep understanding of where customers encounter problems or see room for improvement



#### Protect Your Brand

Manage complaints and comply with regulations by empowering customers to address their concerns instead of turning to social media or regulators

Designed specifically to meet the needs of customer-centric contact centers, CentraCX is a cloud-based, Voice of the Customer (VoC) platform that enables organizations to collect, understand, and action real-time customer feedback. This gives contact centers the power to:

- Gather feedback at every touchpoint on every channel
- Connect frontline teams with customers' real-time CX reactions and responses, helping them understand audiences and improve brand sentiment
- Action customer opinions to drive faster innovation and change that improves CX
- Retain and empower agents with real-time feedback that fuels rewards and coaching opportunities
- Empower customers to address their concerns instead of turning to social media or regulators

### Survey builder

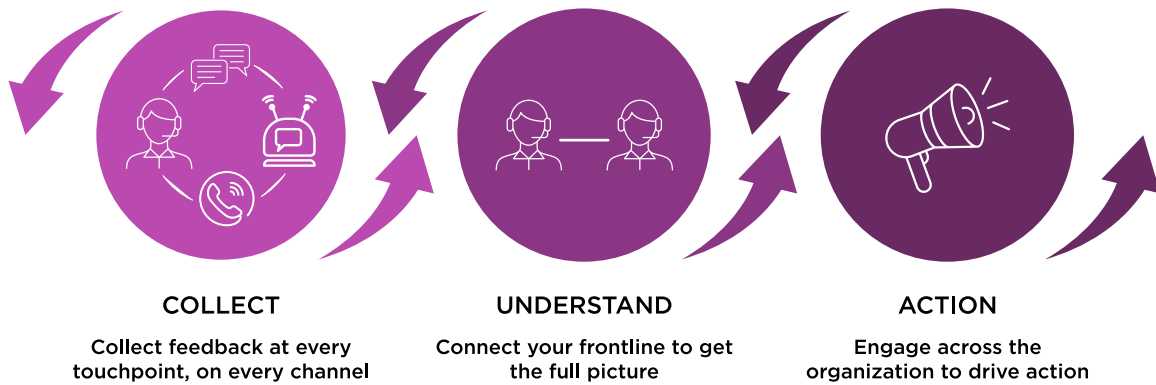
for every customer interaction channel, including Voice/IVR, Email, SMS, Webchat, Web, API surveys, allowing you to create automatic, complex flows with follow-up and branching capabilities. These surveys are branded, and can be triggered by contact centers, CRMs, websites, web portals, chat sessions, mobile apps, and more.

### Deep and powerful analysis capabilities

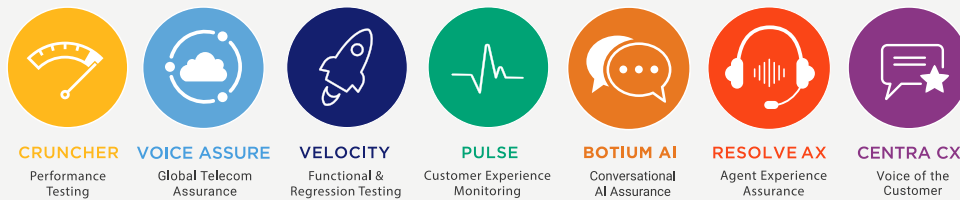
that turn customer feedback from surveys into context-rich, visual, organized and easily understandable representations of your customer feedback about CX, including AI and Machine Learning transcriptions of sentiment and reasoning extracted from digital and verbal feedback.

### Advanced reporting

which enables you to action what you've learned from customer feedback, with real-time dashboards, frontline data feeds, notebooks, exportable and shareable reports as well as APIs that make managing CX improvement seamlessly fit into existing workflows.



## CentraCX is Part of Cyara's AI-Led CX Transformation Platform



Cyara's award-winning platform empowers enterprises to deliver flawless interactions with less effort, cost, and risk. Cyara supports the entire CX software development lifecycle, from VoC-informed design to functional and regression testing, load testing, and production monitoring, across all voice, video, chatbot, and digital experiences.

**CYARA**  
Customer Smiles. **Delivered at Scale.**  
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