CYARA

The Total Economic Impact™ of Cyara

In a 2023 study commissioned by Cyara, Forrester Consulting determined the cost savings and business benefits for a composite organization based on a series of interviews with Cyara customers.

Composite Organization:

- Cyara implementation
- $10B revenue
- 20K employees
- 5K call center agents
- 40M inbound calls per year

334% ROI

Payback in less than **6** months

Forrester found that Cyara delivered a wide range of both quantifiable and unquantifiable benefits:

10% increase in call containment

15% reduction in average handle time

70% faster chatbot testing

90% reduction in IVR testing time

50% faster release of IVR updates

90% increase in recaptured caller value

Avoided contact center outages

Improved customer sentiment toward brands

Chatbot support driving greater customer self-service

Faster time to market for new features and updates

Support for web, email, and SMS customer service

Cyara customers told Forrester:

"The ability to automate testing, and repeat those test cases, saves us a lot of execution time and we're dramatically saving costs."

Director of DevOps and engineering transformation, financial services

"Cyara resulted in about one million dollars in savings the first year from self-service in the IVR and not going to an agent. We were able to test experiences and found several huge gaps that would probably prompt the IVR to hang up and call back or transfer out to an agent. That was one of our biggest wins for the year."

Contact center platform manager, healthcare

"[Cyara] Botium has helped us replace several manual test cases and made testing new dialogue scenarios much easier for us. A team using Botium saves at least half a day in work spent testing."

Senior QA Manager, financial services

Learn More

Download your copy of the commissioned study, *The Total Economic Impact™ of Cyara,* to see how automated testing and monitoring can positively impact your customer experience and bottom line.

The Total Economic Impact™ Of Cyara
Cost Savings And Business Benefits Enabled By Cyara
MARCH 2023

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