Building Trust at Scale

How a Home Improvements Brand Relied on Cyara
to Accelerate Change and Bolster QA

Home repairs can be a complex and costly
undertaking. And, if you're outsourcing the job rather
than doing it yourself, trust is at a premium. Your
home is one of your most precious assets, so finding
a trustworthy professional for the job is essential.

It's this organization's mission to address all
these challenges for its customers. The British
multinational home repairs and improvements
company wants to make the home-improvement
process easy for consumers while becoming the
largest and most trusted brand in the business.

In fact, the company's subscription-based model
makes trust and ease of service — in other words,
customer experience — essential for reaching its
growth goals. Without gleaming customer reviews,
this company cannot generate the recurring revenue
it needs to grow the business.

Company: Major Home Improvement Company

Industry: Retail Services

Location: Headquarters in the UK with a significant
US presence

Company Size: 7,400+

Challenges:

- Undergoing major changes to voice channels alongside
  other significant shifts in the business
- Difficult to implement consistent testing processes
  throughout the business
- Delays in implementing NLP throughout the IVR system
- Shifting toward a formal, dedicated QA team

Solutions:

- Cyara Velocity

"Cyara has massively transformed our ability
to manage our voice channels."

—Programme Manager

To continue to deliver for its customers — and reach new ones across the globe — they needed to update its legacy systems and enhance its ability to test and deploy better CX in its voice channels. Several barriers stood in the way, though, and partnership with Cyara would prove to be a critical piece of the puzzle.

A Rapid Pace of Change

Despite a growing reach among younger consumers who use online service channels, voice still represents 90% of this organization's customer interactions. Upgrading these systems and moving toward a fully cloud-hosted model was a key focus for the business as it sought to scale up its CX delivery.

But these upgrades brought massive change to their voice channels at the same time that the business was experiencing other momentous shifts — namely, adopting an Agile model and deploying a dedicated quality assurance (QA) team. This meant budget crunches would make changes that much more difficult.

The company's internal setup added extra hurdles. Because of its federated structure, each department and team had a high level of autonomy. This made it complicated to implement the consistent testing processes needed to maintain high levels of CX assurance through rapid growth and change.

Embedding natural language processing (NLP) technology in its IVR systems had been especially challenging. Because this organization wasn't equipped to test at the speed and scale required for these changes, its U.S. team, in particular, was falling behind in regression testing and increasing the risk of customer-facing CX issues.

Keeping Pace Without Sacrificing QA

To overcome these hurdles, the first and most important move was to dedicate resources toward a more robust QA effort. To do this required handing over testing responsibilities from its business analysts to a dedicated team of QA professionals and equipping that team with Cyara Velocity to accelerate its pace of regression testing.

Cyara's built-in Call Explorer features were especially helpful in these efforts. With Call Explorer's flexible test-building and automated documentation capabilities, their team could rapidly build out

KEY OUTCOMES

Weekly Regression Testing:
Team of 2-3 testers now using Cyara to complete testing in 1-3 hours during each sprint cycle

Rapid Test Deployment:
Call Explorer's customizable test-building and automated documentation lowered barriers to automation and streamlined execution throughout the company

Comprehensive Assurance:
Complete confidence in IVR updates now that it no longer relies on a limited smattering of manual tests

CYARA

customizable test campaigns for functional and regression testing. This streamlined the journey toward automation and helped new team members across departments get up to speed and start executing tests much more quickly. Rather than requiring the company to change its structure, Call Explorer complemented the framework by allowing nimble execution across different teams.

What did these changes mean?

It was able to achieve both speed of testing and a high level of CX assurance as it scaled its business. The company now runs weekly regression tests in only one to three hours, which speeds up its sprint cycles and reduces the risk of customer-facing issues making it through deployment.

More precisely, these changes mean that the company is on its way to realizing its mission. Well-executed QA is foundational to building trust. And with its ability to execute faster testing without sacrificing quality assurance, this customer is one step closer to becoming the most trusted brand in home repairs and improvements.

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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