

UK Retail Energy Company Powers through CX Challenges

Cyara Helps Eliminate Customer Complaints and Deliver Exceptional Service

“From a monitoring point of view, Cyara is a must-have application. We would see it as a major risk to our business if we chose to use anything else besides Cyara.”

—Telephony Optimisation Manager, Leading UK Energy Provider

New Platform and Migration Issues

Doing things right for their customers has always been a priority for one “Big 6” energy provider in the UK, so much so that they consider CX a competitive differentiator. Their migration to a new contact centre platform was meant to be a further step up in their delivery of exceptional customer service. Instead, migration challenges resulted in severe interruptions to customer interactions—many of which had customers calling in regularly with complaints of CX failures.

The organisation turned to Cyara for help with their new priority: Fix and prevent customer engagement issues from recurring on the new platform.



CHALLENGES

- Implemented new CRM and telephony platforms
- Agents handling 35,000-40,000 calls per day, spread over five locations
- Call volume split between legacy and new call centre applications
- Monitoring from the agent side did not reveal issues that customers were actually experiencing

Lack of Visibility into Failures

While their legacy customer centre platform had been fairly stable, the new platform immediately began to exhibit severe problems with all facets of customer contact, ranging from outbound and dialler functions to inbound and the IVR. Adding to the complications, their IT Operations department was relying on inbound service monitoring tools that appeared to show all systems functioning normally—while customers were calling in to complain that their calls had been disconnected, or that the IVR was not providing prompts. To deal with the lack of

visibility into system performance, they were soon forced to delegate IT staff members to the time-consuming and tedious task of manually making calls every hour to spot-check whether the IVR was up and running.

It was clear that the organisation needed a more robust testing and monitoring solution that could provide an accurate view of the customer's experience.

“ To resolve the issue, we wanted to be able to detect where within the flow the problem occurred, and accurately timestamp every call around the clock.”

—Telephony Optimisation Manager

Automated Testing to Get Ahead of Customer Issues

With manual “call and check” testing, staff was only able to test during workday hours, between 8 a.m. and 5 p.m. They needed around-the-clock testing, as well as a solution that would record calls and provide a call log for investigating issues that were uncovered.

Cyara Pulse monitoring provided the answer to this challenge, taking the burden of manual testing off IT staff and providing additional peace of mind with the assurance that key personnel

would be alerted if the IVR wasn't working. The company launched the system with a basic campaign and a single test case, dialling in once every three minutes to see if the IVR was passing calls to an agent and performing a backend data dip to the CRM. This test case validates the functionality of about 80 percent of all customer calls. Today, this original test case has been running around-the-clock since its original implementation, with only minor updates. The organisation also runs 24/7 campaigns to test customer journeys and the customer experience provided by their telephony outsource partners.

Continual Monitoring Leads to Optimal CX

Using Cyara has enabled the business to get back to focusing on what it does best, delivering outstanding customer service in a highly competitive industry where customer sentiment truly matters. This positive shift is reflected in virtually zero customer call-in complaints, as well as notably higher customer satisfaction scores.

In the last few months, the company has created a command console in one of their data centres, continually monitored by a team of engineers, that displays information on the health of their network. Cyara Pulse is front and centre in the command console, and it serves as a showcase for senior managers to see how monitoring is done.

SOLUTION: CYARA PULSE™

BENEFITS ACHIEVED

- Brought customer complaints about system issues down to zero
- Raised customer satisfaction scores from near the bottom to the second top-ranked in industry surveys
- Eliminated the need for manual hourly calls to ensure that the IVR platform was working

“ Since implementing Cyara, the volume of issues that are reported in by our customers has gone down to zero. We are always on the front foot now. We know about the problems before customers do because Cyara has already alerted us, and this is a much healthier position to be in.”

—Telephony Optimisation Manager



Customer Smiles. **Delivered at Scale.**

FOR MORE INFORMATION:

Contact your account executive to learn how we can help you accelerate your CX ahead of customer demands, or email us at hello@cyara.com.

