Cyara AI-Powered CX Assurance Platform

Transform, optimize and assure your customer journeys with less effort, cost and risk

Every interaction is an opportunity to delight your customers. In any channel they choose to connect with you. Whether it's through the contact center, website, email, text, or chat, your customers seek answers to their questions, resolutions to any issues, and flawless customer experiences.

To earn customers' trust and future business, it's vital that you continuously enhance, test, monitor and optimize every aspect of the underlying systems that support your customer experience ecosystem.These days, technology and customer expectations are constantly evolving. To keep pace with changes without sacrificing quality, you must transform and optimize every customer journey, building and delivering better customer experiences faster.

Cyara's award-winning, AI-Powered CX Assurance 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, conversational AI, and digital experiences.

Every day, the world's most recognizable brands trust and rely on Cyara to transform, assure and optimize their CX. Whether you are tackling a project like migrating to the cloud, preparing for a busy season, managing unexpectedly high call volumes, debuting a new product, or rolling out new self-service application like a conversational AI bot, Cyara will test, monitor, and optimize your CX, assuring that you deliver flawless experiences at any scale.

CYARA PLATFORM BENEFITS:

IMPROVE CX & CSAT
Drive a customer-centric focus throughout your organization and earn customer loyalty with seamless journeys and flawless experiences

LOWER COSTS
Reduce cost for delivering quality customer experiences in every single voice and digital channel

MITIGATE RISK
Remove the risk to delivering high-quality customer interactions, at any scale

INNOVATE FASTER
Quickly deliver fully optimized customer journeys

The Cyara Platform handles the full range of CX optimization needs across every channel, enabling you to crawl, document, and map existing customer journeys, support a design-driven approach to pre-production testing, and then monitor and assure that post-production experiences in every customer channel continue to delight, even as technology, trends, and customer expectation evolve.

Cyara is the only provider offering a comprehensive suite of automated assurance solutions that give you full visibility and control over your entire customer experience ecosystem for any contact center and conversational AI platform vendor, and for every major carrier.

CONTACT CENTER MONITORING

Cyara Pulse
CX Monitoring

Pulse keeps watch on your CX, automatically monitoring interactions from both the agent and customer perspective, mimicking their behavior, and providing you with real-time visibility of CX performance. Pulse gives you the power to monitor CX from anywhere you are working, with fully functional dashboards for the web and wallboards in operations centers.

Pulse automatically generates agent and customer interactions that simulate real-world contact scenarios. At regularly scheduled intervals, Pulse fires off calls, chats to conversational AI and web chat, and other interactions, programmed to emulate specific customer tasks, giving

you the clearest picture of your entire customer experience infrastructure. Pulse monitors more than just technology performance, exploring deep into every layer of CX, assessing things like voice and audio quality, integrations, applications, and system handoffs.

Pulse automatically delivers alerts, organized analytics, customizable dashboards and drill-down data generated from always-on, active monitoring. This data is organized and actionable, driving swift identification of real and potential issues across your customer experience environment, mitigating risk of downtime, outages, compliance issues and negative customer impact.

Cyara Voice Assure
Global Telecom Assurance

Voice Assure provides automated, proactive global number testing that enables you to understand your customers' calling experiences across the globe. With servers located in more than 80 countries and coverage for the broadest network of carriers, Voice Assure can originate real time calls in-country and interstate, precisely replicating customers' calls and measuring things like call connection rates, audio quality, voice latency, call line identity (CLI) dial tone transmission, and other important aspects of call performance.

With Voice Assure, you can perform more than 50 types of testing on your in-country or interstate numbers to measure and check the quality of things like DTMF functionality, IVR call routing, and carrier performance.

This visibility allows you to proactively and accurately stay ahead of any issues that may arise before they negatively impact your customers.

Cyara ResolveAX
Agent Enviroment Assurance

ResolveAX empowers cloud contact centers to see, track, manage, and resolve issues that negatively impact live calls with customers through real-time agent environment monitoring. With system health checks, automatic alerts, non-technical troubleshooting guidance, and visual dashboards, contact center teams can swiftly find and fix problems that take agents offline, tie up IT, and negatively impact an organization's ability to serve customers.

Lightweight, secure, and privacy compliant, ResolveAX runs in the background of agents' internet browser based desktop, passively monitoring live calls and watching over things like Internet Service Provider (ISP) network connection, mic and headset compatibility and performance, software and browser updates, and version control. This real-time system performance data is gathered and automatically shared across your team, starting from the moment an agent first logs on, continuously monitoring quality throughout their shift.

CUSTOMER JOURNEY ASSURANCE

Cyara Velocity
Functional & Regression Testing

Velocity leverages automation to crawl, map, and build your ideal customer journeys, then develop test scripts directly from those designs, ensuring that every journey performs exactly as intended. Velocity's visual interface makes it easy to understand the design, identify potential issues, and then collaborate across your organization to create the perfect CX.

With Velocity, you maximize testing productivity with automated test case creation, execution, and maintenance. Velocity also makes it easier to bring Agile, DevOps practices to your business, eliminating manual testing, meeting aggressive deadlines, and supporting continuous integration and continuous deployment (CI/CD).

Cyara Cruncher
Load & Performance Testing

Cruncher automatically tests your CX, ensuring quality performance under pressure, at any scale. With Cruncher, you can load test all your CX channels, at incremental technology junctures, as well as test your system as a whole. Each test gives you vital information about where actual or potential issues exist. With this data your teams can proactively resolve issues so your customers don't have to experience them.

With Cruncher's automation capabilities, thousands or tens of thousands of customer interactions are automatically

generated, mimicking real-world customer contact and enabling you to easily test things such as traffic spikes, sustained traffic volume over extended periods, and controlled amounts of traffic.

With Cruncher, you can be confident that your entire CX system can withstand even the highest levels of customer interactions. You can even test performance against disaster recovery procedures. No matter the situation, Cruncher has your CX covered.

CONVERSATIONAL AI OPTIMIZATION

Cyara Botium
Conversational AI Optimization

Botium is the only automated, end-to-end assurance and optimization solution that offers value at every stage of the conversational AI life cycle. Botium provides confidence that this rapidly evolving technology is meeting quality, security, and performance standards while delivering benefits to businesses and customers alike.

Botium enables teams to compare and select the ideal conversational AI technology, perform every type of testing necessary for both pre- and post-production, augment training data, assure security and privacy, and monitor performance. Simulating typical behavior of real humans interacting with your chatbot, Botium tests, analyzes and optimizes experiences from end-to-end on all channels

and platforms, conducting automated benchmark, unctional, regression, voice, NLU/NLP, conversational flow, understanding and accuracy, load, performance, security, privacy, and in-production testing.

Botium supports bots in any language, for more than 55 conversational AI technologies and NLP engines — including everything from market-leading brands to in-house, custom-built conversational AI applications. And just like the rest of Cyara's AI-Powered CX Assurance solutions, Botium doesn't require coding, programming, or scripting, which simplifies the complex task of bot testing and automates previously manual work, reducing effort, cost and risk.

VOICE OF THE CUSTOMER

Cyara CentraCX
Voice of the Customer

CentraCX is a real-time voice-of-the-customer (VoC) solution specifically built for cloud contact centers, enabling you to proactively and easily gather and understand customer feedback across voice and digital channels. The contextualized feedback about agent-to-customer interactions provides contact centers with detailed insights that are key to transforming CX in alignment with the changing needs, preferences, and sentiments of your customers.

Once automatically gathered, the data collected by CentraCX is organized and easily shared with contact center leaders, frontline agents, and teams who can action and manage change in response to feedback, driving a rigorous and constant practice of improving CX and winning customers for life.

CYARA'S AWARD-WINNING AUTOMATED CX ASSURANCE PLATFORM DELIVERS:

334%
334% ROI with Cyara Platform

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Payback in **Less Than 6 Months** after implementation

90%
90% Productivity Increase in IVR Development & Testing

✓ **Most Comprehensive AI-Powered CX Assurance Suite of Solutions**

Cyara streamlines business CX transformation, covering design-driven testing of pre-production customer journeys, load and performance testing, monitoring, and analysis of direct feedback on live experiences across all channels, including conversational AI.

✓ **Maximum Automation**

Increase CX quality by maximizing automation around testing and monitoring, including automated discovery of your current CX, automated test script creation and maintenance, and CX performance analysis of journeys in every stage and every channel of your customer experience ecosystem.

✓ **CX Assurance from the Outside-in**

Simulate real-world interactions with Cyara's synthetic customers and agents to test and assure journeys deliver the positive experiences that you have designed.

✓ **Integrated, Extensible and User-Friendly**

Featuring template-driven integrations with leading data environments and DevOps tools, Cyara offers extensive telecom carrier coverage, supports over 50 conversational AI technologies, and allows infinite API-driven customization. Its user-friendly interfaces enable code-free test script creation, enhancing collaboration and cost-efficiency in organizations.

✓ **Partners, On Your Innovation Path**

World-class customer success and support teams, along with automation experts and mentors, guide seamless adoption of development, operational, testing, and monitoring best practices, ensuring business objectives and customer needs are met across all CX channels.

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