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Business Value Analysis of Cyara's CX Assurance Solutions

*Whether for voice calls or AI agents, testing, monitoring,
and optimization tools are invaluable for driving value
and delivering business outcomes*

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The Growing Importance of CX Assurance Solutions

Customer experience (CX) assurance tools have long been essential for companies seeking a deep level of understanding of the interactions crossing their contact center infrastructures. With these solutions, companies are able to test, monitor, and optimize interactions proactively. Doing so allows them the ability to discover and rectify issues that would otherwise negatively impact the customer journey and, potentially, lead to revenue loss, increased costs, reputational risk, and other challenging business issues.

In recent years, the introduction of chatbots and voicebots have only served to heighten the need for the scrutiny and insight CX assurance tools with AI visibility can provide—a need that gains urgency as companies evolve from chatbots and voicebots into more fully capable and automated conversational, generative, and agentic AI agents. Whether in use or not yet at their companies, the quality assurance (QA), testing, and CX specialists Metrigy spoke to for this report universally agree that these types of tools are crucially important when using AI agents.

Metrigy found similar sentiment in its most recent CX research global study, *Customer Experience Optimization: 2025-26*, conducted in August and September 2025 with 656 companies. In this independent study, nearly 35% of companies already had implemented a CX assurance tool and an additional 52.5% were planning for implementation as early as this year or were evaluating whether to adopt. Slightly more than 77% identified AI testing and optimization tools, in use or not yet, to be important for their company's current and future AI-related CX plans. Additionally, the top pain point leading to this decision today, for 48.4% of participating companies, are new risks introduced by AI and automation. These risks include revenue loss, customer churn, and reputational damage, among others.

Why are CX assurance tools so important when implementing AI for CX? They reduce risk by their ability to discover hallucinations and other AI fallout, as well as to detect when the AI agents fail to understand intent. One bad incident using an AI text or voice agent could irreparably harm a company's reputation as customer trust evaporates.

But the risk of AI and automation is only one of a variety of pain points leading companies to implement CX testing, monitoring, and optimization tools in favor of laborious, time-consuming, and highly limited manual processes. The need for more rigorous compliance monitoring; cloud adoption; and performance issues, such as system failures, also drove companies to adopt CX assurance tools among study participants (see Figure 1, next page).

What is CX Assurance?

Generally speaking, CX assurance involves proactively testing, monitoring, and optimizing CX across all voice, digital, and AI-driven channels, with a goal of assuring performance and optimizing the experience across all customer touchpoints.



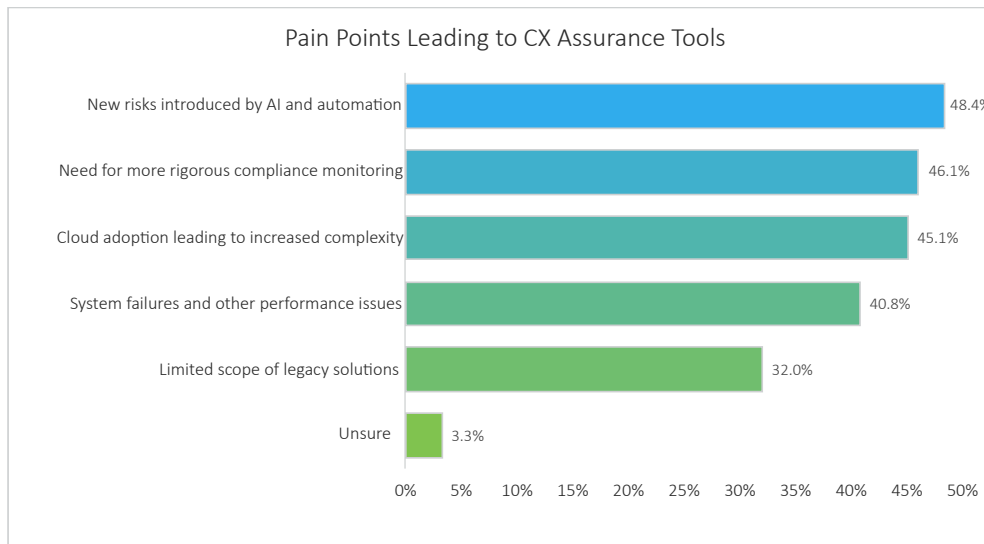


Figure 1: New risks from AI and automation top the list of pain points leading to CX assurance tool use

As Metrigray found in its CX optimization study, automated CX testing delivers clear financial and operational value. The top two business outcomes realized by companies using CX assurance tools are operational cost reductions, for 63.6%, and improved customer retention through minimized disruptions, for 60.0%. Other realized outcomes include employee efficiency, for 51.8%, and quicker time to market through accelerated test cycles, for 50.3% (see Figure 2).

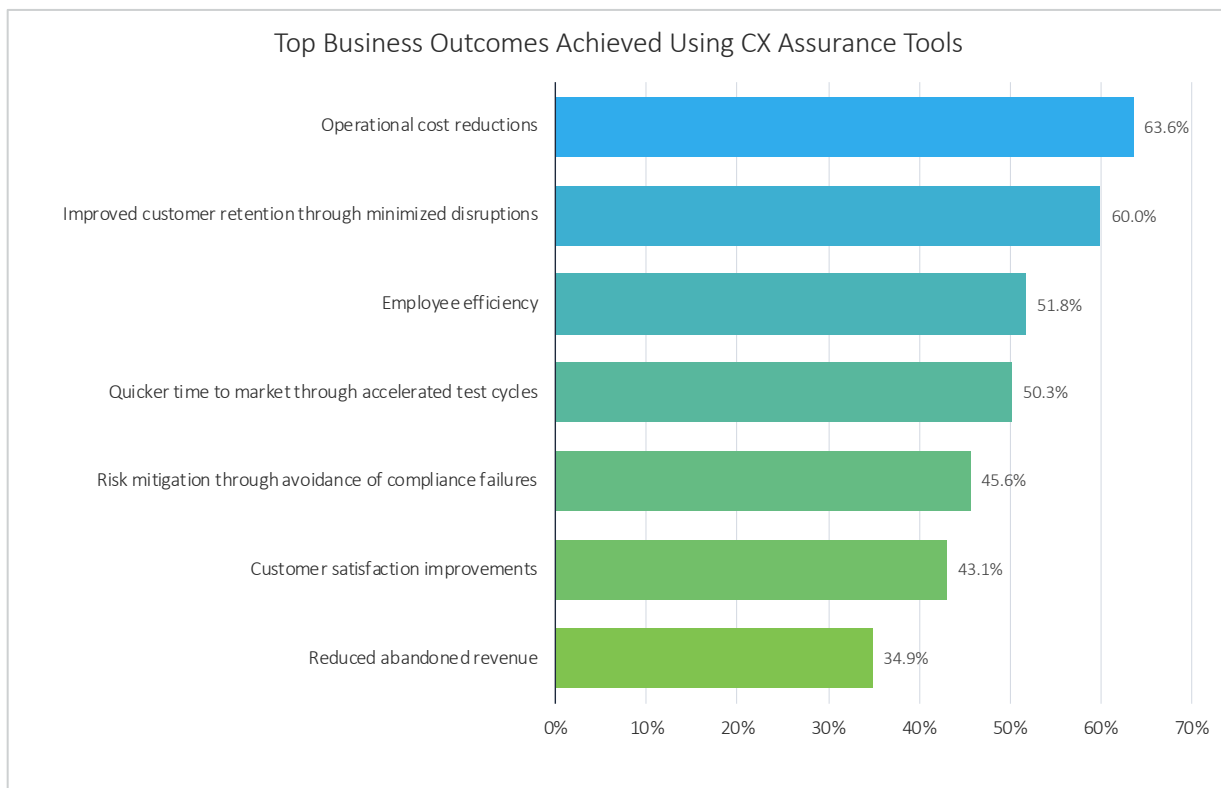


Figure 2: Operational cost reductions is the top business outcome realized from use of CX assurance tools

On behalf of Cyara, a leading CX assurance provider, Metrigy delved into the real-world challenges leading companies to implement testing, monitoring, and optimization tools, and the positive business outcomes they've realized as a result.

Business Value Analysis Overview

For this project, Metrigy conducted interviews of QA, testing, and/or CX leaders at nine companies headquartered in North America. Through the interviews, we sought an understanding of how each company is using the Cyara AI-led CX Assurance & Productivity Platform to deliver consistently excellent customer experiences while building resiliency for the future and achieving positive business outcomes. In particular, we explored tool use across two of Cyara's core value propositions:

1. Boost experience & brand loyalty – How do the Cyara solutions help them drive higher completion and engagement, expand test automation coverage, elevate customer experience, and build customer trust?
2. Maximize performance – Has the use of Cyara solutions enabled them to optimize testing costs, accelerate issue resolution, increase inbound containment, and tighten average handle time?

(Note that for this report we did not delve into the third core value proposition: Mitigate risk.)

Cyara: The CX Assurance Advantage

Cyara is a global leader in AI-powered customer experience (CX) assurance and productivity, helping organizations eradicate bad CX through continuous testing, monitoring, and validation across voice, digital, and AI channels.

Unlike traditional testing tools that focus only on automation or cost reduction, Cyara's CX Assurance Value Framework delivers measurable business outcomes across three critical dimensions:

- Boost experience & brand loyalty: Drive higher completion and engagement, expand test automation coverage, elevate customer experience, and build customer trust.
- Maximize performance: Optimize testing costs, accelerate issue resolution, increase inbound containment, and tighten average handle time.
- Mitigate risk: Prepare for compliance, maintain audit readiness, prevent defects, and shrink escape rate.

Together, these pillars map directly to the outcomes modern CX leaders prioritize:

- Cost reduction
- Risk mitigation
- Speed to market
- Customer retention
- Revenue growth
- Team productivity

By delivering full journey visibility and continuous assurance, Cyara helps the world's leading brands build trust, safeguard compliance, and drive resilient, high-performing customer experiences at scale.

Provided by Cyara for context; Metrigy conducted all research for this report independently.

Participating companies in this Business Value Analysis:

- Hail from a variety of industries, including biopharmaceutical, financial services, healthcare technology, information technology, insurance and risk management, and telecommunications
- Range in size from large (7,500) to massive (300,000+), with a mean employee count of nearly 112,000
- Have regional or, in most cases, global presence
- Operate large-scale contact center operations, internally and externally staffed, in one or more regions
- Support a host of voice and digital channels
- Use or plan to use AI text and voice agents

From a CX perspective, eight of the nine companies have sprawling global contact center operations—one is so large, it employs 15,000 full-time internal and 25,000 outsourced agents, staffed around the world. Interaction volumes are likewise off the chart (up to 1.2 million voice calls monthly for one company and 5 million voicebot engagements annually for another). In many cases, the QA teams have managed these massive call and chat volumes while also executing complex, high-stakes platform migrations to modernize costly legacy systems.

For these companies, the contact center environments have rendered manual testing obsolete. That's where Cyara's integrated automation framework fits in. Its CX Assurance & Productivity Platform solutions allow for proactive testing, monitoring, and specialized AI optimization. The core products enabling this transformation for profiled companies include:

- **Velocity** – The foundational tool for functional and regression testing, Velocity is critical for supporting large-scale IVR and platform modernization projects, often replacing manual spot checks entirely
- **Cruncher** – Used for performance and load checks, to ensure contact center infrastructure can handle peak volumes, whether anticipated or not
- **Pulse 360** – Allows companies to keep tabs on CX in real-time, from both the agent and customer viewpoint, using simulated interactions
- **Voice Assure** – Provides continuous, real-time health checks on critical numbers and underlying business services, shifting QA from reactive, complaint-based testing to proactive alerting
- **Number Trust** – Verifies display of caller ID, domestically and overseas, to build trust and assure validity of outreach
- **ResolveAX** – Brings quality monitoring to the agent environment, enabling endpoint monitoring and real-time alerting on device and connectivity status
- **Botium** – Essential for ensuring responsible conversational AI deployment, this specialized tool provides advanced capabilities like automated case generation, large

language model (LLM) validation, and natural language understanding/natural language processing (NLU/NLP) testing to detect issues and prevent costly AI fallout

(For a full list of the solutions Cyara offers with its CX Assurance & Productivity Platform, see <https://cyara.com/platform/>.)

By implementing Cyara’s automated tools, the profiled companies have enabled their organizations to usher in CX transformation and drive strategic value through efficiency gains, stability, and scalability of their contact center infrastructure, protection against AI fallout, and more. In our conversations with these companies, several common themes emerged:

- Cost savings associated with automated testing often comes from eliminating the need to outsource testing rather than cutting staff. Rather, internal team members take on new roles.
- Use of a Cyara tool boosts productivity to such an extent that initial implementation typically leads to additional use across teams, as well as adoption of other tools within the Cyara portfolio.
- When looking to expand CX assurance solutions, companies have undertaken a formal evaluation or due diligence process rather than defaulting to Cyara as incumbent. After comparing vendors, testing capabilities, and reviewing options, Cyara has ended up being the vendor that best meets their criteria.
- The use of these tools proved of such value so quickly—preventing risk of revenue loss or reputational damage or enabling system migrations, for example—that formal ROI analysis wasn’t necessary.
- These solutions are keepers. Several companies have been using the Cyara portfolio for 10 or more years.
- Understanding the customer interaction from end to end, whether contained to a voice call or moving from digital channels to voice, is highly important.
- Lastly, as noted above, all agree that these types of tools are crucially important when using AI agents.

Profiled Companies at a Glance

Vertical industries – Biopharmaceutical, financial services, healthcare technology, information technology, insurance and risk management, telecommunications

Mean employee count – 112,000

Mean revenue – \$100 billion

Regions of operation – Asia, CALA, EMEA, LATAM, North America

Regional and global contact centers – Internal and outsourced agents; voice, digital channels, AI agents

CX Assurance Adoption

Earliest implementation – 2013 (Velocity, Pulse)

Most recent implementation – 2024 (ResolveAX)

- 6 companies using Velocity
- 5 companies using Pulse
- 3 companies using Cruncher
- 2 companies using Botium, Voice Assure
- 1 company using ResolveAX

Examples of documented business outcomes

- 300% increase in detecting AI bot issues
- 9-hour reduction in migration testing
- 5-10x savings in soft costs from automation
- \$1.4 million annual savings from reduced escalations

Telecom Carrier Nets Big Value with Conversational AI Testing

Employing a customer-facing AI agent to improve CX only to have it serve up hallucinations—like outstanding balances due on accounts paid in full—is a position no company wants to find itself in, especially if offering a commodity service. But that’s exactly what happened when this global telecom carrier released AI into production without full visibility for testing.

The fallout was the eye-opening needed to get stakeholders serious about QA testing and optimization for conversational AI. At issue were factors such as loss of customer trust and revenue, as well as reputational harm.

Cyara’s Botium was natural go-to, with the Velocity tool long having been providing premium value for IVR testing at the company. But the team only brought in Botium after carefully scrutinizing it against competitive products, says a former longtime IVR QA specialist at the company brought in as a consultant to help remedy the situation. Botium stood above on advanced capabilities such as automated case generation, LLM validation, NLU/NLP testing, and AI-powered permutation features, he says.

The Botium investment delivered immediate, measurable business outcomes, including a 300% improvement of defect identification in pre-production testing, compared to tests run by the conversational AI provider. As a result, the QA team now uses Botium extensively in pre-production, running thousands of test cases continuously. The increased testing capacity is staggering: Botium can cover 40,000 test cases in a day, compared to roughly 1,000 previously. Without Botium, he says, running all those tests required "an army of resources," yet efforts would still fall short.

Additionally, the automated framework shifts defect detection earlier in the lifecycle, resulting in substantial cost reductions associated with the use of AI agents. By leveraging Botium’s capabilities, the carrier achieved an approximately 50% reduction in defect-related costs, according to his calculations. Moreover, the early detection of issues, such as incorrect intent mapping and premature agent routing, prevents unnecessary agent escalations, leading to

Company at a Glance

Annual revenue: \$122 billion
 No. of employees: 141,000 (including 40,000 contact center agents)
 Operational reach: Global
 Cyara customer since: 2015

Value Proposition: Boost Experience & Brand Loyalty

Outcome

Creating a safety net against revenue loss and reputational risk

Pain points

Erosion of customer trust from AI agent hallucinations, revenue loss, reputational risk

Value statement

Comprehensive validation that AI agents function as intended

Select KPI impacts

- 300% improvement of defect identification
- 3,900% growth in test cases daily
- 50% reduction in defect-related costs
- \$1.4 million annual savings associated with reduced escalations

Solutions driving outcomes

Botium, Velocity

estimated annual savings exceeding \$1.4 million. The consultant calculated this figure based on cost savings associated with identification and resolution of AI-related issues and the subsequent reduction in misrouting and agent escalations.



Bottom line: *The only way to manage AI model fallout and ensure continuous visibility across channels is to use a framework like Botium, the QA specialist says. “It’s paramount for anybody using AI.”*

Specialty Insurance Provider Heads off Trouble Before Customers Are Impacted

For property owners, managers, and residents, life can be fraught with risks, from natural disasters to sudden mechanical failures. But one thing is for certain: When there’s a problem, insurance holders expect to reach their providers—no holdups through the IVR.

Automated testing seemed a logical move for the global housing arm of this specialty insurance provider, especially when faced with the migration of 30 clients from one IVR handling 30,000 to 40,000 calls daily to another, says the director of software engineering responsible for contact center software. Knowing manual testing would have chewed up considerable time for this team, the director “wanted to at least try to incorporate some automated testing and see how that would work for us.” It did work, and “fairly well,” he says.

To support functional and regression testing for that project, the company picked Cyara Velocity. It hasn’t looked back since that initial implementation in 2020, adding in Pulse a couple of years later. Automated testing provided immediate, measurable efficiencies while enabling the team to test 90% to 95% of IVR functionality, he says. Comparisons include:

- A regression campaign of 21 test cases – manual testing estimate of up to one hour and 45 minutes; automated testing using one port reduced time to one hour six minutes, with a drop down to 36 minutes with two ports. Approximate time savings: 24 to 39 minutes

Company at a Glance

Annual revenue: \$12 billion
 No. of employees: 14,000
 Operational reach: Global, but primarily N.A.
 Cyara customer since: 2010

Value Proposition: Maximize Performance

Outcome

Building resilience for tomorrow

Pain point

Inability to support technology migration due to time required for manual testing

Value statement

Automation increases operational capacity and efficiency

Select KPI impacts

- 9+ hours saved in test cycle for test cases
- 40% drop in required UAT testing

Solutions driving outcomes

Velocity, Pulse

- Client migration to restructured IVR, 50 to 60 test cases – 27 hours estimated for manual testing utilizing three resources; automated testing utilizing one resource dropped time to approximately 18 hours—a difference of nine hours
- User acceptance testing (UAT) requirements for insurance tracking – Automation of 15 manual test calls reduced the percentage of UAT testing required from 75% to 30%

Besides the efficiency gains, the director cites positive business outcomes such as elimination of human error, ability for business analysts to focus on other activities as the campaigns run, and the ability to run ad-hoc tests as needed. With the Velocity success, his team added in Pulse in 2023, for real-time monitoring. If a system fails, now “we can get insights into what’s happening pretty quickly, before customers report problems,” he says. Plus, he adds, another line of business has picked up and become a heavy user of the Cyara tools, as well, having seen this unit’s success.



Bottom line: *“We’re able to catch and address and fix issues much sooner, and have less of an impact to customers, because we’re getting on top of problems much quicker.”*

Technology Conglomerate Assures Voice Connectivity at Massive Scale

For companies operating global businesses, voice scalability is crucial. But there’s scale... and then there’s *scale*. One billion voice minutes, as this technology megalith handles annually, is surely an example of scale to the extreme.

With 1,200 to 1,300 customer service numbers to keep always reachable around the globe, automated testing long has been the norm for this company, which has some 40,000 internal and external contact center agents across six continents to field customer inquiries, says the director of cloud and AI, who also oversees voice communications for customer support.

Regionalization of toll-free numbers in some countries, like Spain, was the impetus for automating testing and monitoring of voice connectivity back in 2015, the director says. In countries with regionalization rules, customers can only place toll-free numbers from within the country’s borders. Sans automation, testing a number meant chasing down and asking employees in those countries to place calls and share the results.

To gain control, the team adopted a voice assurance solution from Cyara, which built out a local presence in 140+ countries so it could meet in-country dialing requirements. Fast-forward to 2021, and the team added in Cruncher, to determine the concurrent call volume needed to “break” its voicebot. In 2025, it began using Number Trust, to verify display of caller ID in various countries.

The automation provides clear business value across three key areas, the director says: line migrations and deployments, continuous monitoring, and rapid break-fix.

Although the director didn’t have hard-dollar savings to share, “it’s been a very easy cost-benefit value,” he says. Considering lost revenue and reputational damage should the flagship “800” number fail, plus the manual work saved for line migrations and validation, “we could overrun 5x, 10x in soft costs ourselves just doing what Cyara does automatically.”



Bottom line: *The cost of the license and a small support team is nothing to keep the flagship customer service number always up. “All it takes is one bad experience to convince leadership.”*

Company at a Glance

Annual revenue: \$282 billion
 No. of employees: 228,000 (including 40,000 contact center agents)
 Operational reach: Global
 Cyara customer since: 2015

Value Proposition: Maximize Performance

Outcome

Drive cost savings at scale

Pain points

Manual effort to detect issues increased operational costs, avoidable downtime, and service degradation, while jeopardizing brand reputation

Value statement

Automation transforms the cost curve, reducing testing and issue-resolution expenses and increasing operational capacity, while lowering the risk of revenue loss and reputational damage

Select KPI impacts

- 5-10x savings in soft costs

Solutions driving outcomes

Cruncher, Voice Assure, Number Trust

Cloud Software Provider Builds Customer Trust

As this cloud software company began growing its customer base globally into countries where it didn't have a physical presence, customer service was a bit of a black hole. When it came to international toll-free numbers, "we just didn't know what we didn't know"—until a customer told them so, like via email, says the senior manager of telephony services and meeting tools.

While visibility was a massive issue, customer trust was another. "There's nothing worse than giving somebody a support number, and they can't reach it," he says.

Initially, the voice support team manually tested lines... sometimes by having colleagues, friends, and family dial toll-free international numbers to see if they worked. Clearly such an informal, manual approach wasn't sustainable. To automate voice connectivity testing and monitoring, they turned to Cyara's Voice Assure solution.

Initially, the team ran between 5,000 to 10,000 tests across its numbers monthly. "When we switched it on, it was a real shocking moment. That's when we found out how bad things were," he says. Within a year, they revved up tests to roughly 60,000 monthly, where it sits today for a contact center environment that handles about 1.2 million calls monthly across approximately 800 customer-facing phone numbers. (The company has some 30,000 contact center agents.)

This automation investment delivered rapid, quantified results. Toll-free number uptime soared from in the 60% range when testing began about six years ago to the low 90% range within a year to 99.9% connection rate for the last three years, he says. Additionally, the ability to collect clear data to share with carriers reduced the time required to restore service dramatically, "from double-digit hours to an hour or two," the telephony manager says.

Company at a Glance

Annual revenue: \$38 billion
 No. of employees: 76,000 (including 30,000 contact center agents)
 Operational reach: Global
 Cyara customer since: 2018

Value Proposition: Boost Experience & Brand Loyalty

Outcome

Guarantee end-to-end coverage

Pain points

Fragmented testing created false sense of security, eroded customer trust, introduced reputational risk; lack of automation and proactive validation resulted in customer complaints

Value statement

Automation transforms the cost curve, reducing testing and issue-resolution expenses and increasing operational capacity, while lowering the risk of revenue loss and reputational damage

Select KPI impacts

- 1,000 to 1,100x increase in automated testing
- 66% increase in toll-free uptime, to 99.9% connection rate
- Drop in MTTR from double-digit hours to 1-2 hours

Solutions driving outcomes

Voice Assure, Number Trust

Following on its success with Voice Assure, the voice team earlier this year began using Cyara’s caller ID assurance service, Number Trust, in support of sales engineers calling back out to customers on their service cases. Pickup rate on these calls was low, with many labeled as spam or blocked due to invalid caller IDs. While he doesn’t have specific numbers to share, call pickup rate is already improving with Number Trust, he says.



Bottom line: *“I can put a price on it internally to say, ‘For every hour that that phone line is down in that country, we are losing this amount of money’—and that’s pretty powerful.”*

Biopharmaceutical Drives QA Transformation During Major Platform Migrations

When a person’s well-being relies on your products, keeping the IVR in tip-top shape is monumentally important. Such is the case for this biopharmaceutical company. At all times, its IVR must be able to flawlessly field calls from patient, prescribers, and pharmacists seeking information and support for medications.

To ensure the IVR is operating in peak health, the QA team runs tests for 10 regularly scheduled updates as well as periodically when new requirements come in (such as system changes necessary for handling calls about newly approved drugs), says the test manager who oversees QA activities for the U.S. call center. All functional and regression testing is automated today—and has been since the team began using Cyara’s Velocity tool in 2021, he says.

When the company decided to migrate from one cloud contact center platform to another, the test manager says he knew the manual spot checks wouldn’t suffice any longer. “It was a good time to bring tools in that would allow us to do better

Company at a Glance

Annual revenue: \$54 billion
 No. of employees: 90,000 (300-350 agents in U.S. contact center, the company’s largest)
 Operational reach: U.S., Europe, emerging and other markets
 Cyara customer since: 2021

Value Proposition: Maximize Performance

Outcome

Drive cost savings at scale

Pain points

Relying on manual spot checks to detect issues led to higher-than-necessary operational costs and an inability to support platform migration

Value statement

Automation transformed the cost curve, accelerating test cycles and reducing personnel requirements

Select KPI impacts

During initial 8-month period:

- 2,205 hours saved in testing time
- 4,160 hours saved in monitoring time
- \$82,000 to \$163,000 reduction in employee costs for testing

Solutions driving outcomes

Velocity

testing.” The automation immediately improved efficiency, based on the test manager’s calculations:

- From September 2024 to May 2025, his team ran 8,821 automated test calls for QA and functionality and saved some 2,205 hours of manual testing time
- Additionally, for two full-time employees to monitor manually at the same level as the automation would have amounted to 2,080 hours per employee
- All told, the company saved an estimated \$82,000 to \$163,000, conservatively, in employee costs associated with manual testing

The value continues to grow, as Velocity has been key in supporting rapid development efforts, such as the prototype transition from the current contact center platform to another, as the company strives to create the “patient platform of the future.” Additionally, using Velocity, the team completed QA testing for a U.K. call center proof-of-concept validation in just one day. As the successes accrue, the testing manager has proposed a global automated QA solution.



Bottom line: *Success in the U.S. contact center is spurring process enhancements elsewhere, so others also are able to “respond to changes without manual intervention, embrace productivity, and provide value to the business and stakeholders.”*

Healthcare Tech Company Handles Open Enrollment Glitch-Free

For this healthcare technology business, October through February is crazy busy with enrollment for benefits. But long before the first plan opens, assurances are in place that the season’s skyrocketing call volumes won’t be problematic.

Those assurances come from extensive end-to-end testing of the voice infrastructure using Cyara’s Cruncher. Before open enrollment, engineers will pump 1.2 or 1.3 times the expected call volume across the infrastructure, “just to make sure that everything is built right and we have time to expand and scale if we need to,” says the senior distinguished engineer who oversees the testing. This engineer also oversees the team that builds and creates voicebots, or AI voice agents, for answering phone calls and talking with customers, and these, most assuredly, are included in the scrutiny. If they’re meant to handle 5,000 concurrent calls, are they, or are they maxing out before that threshold?

Aside from open enrollment, engineers use Cyara tools, including Botium, Pulse, and Velocity, on a daily basis. They conduct live monitoring and testing of the voice infrastructure, including lifecycle tracking of any given live call, he says. By the numbers, annually, on average, the

contact center handles: 300 million voice calls, 24 million calls direct to agent through the IVR, 29 million self-service calls through the IVR, and 5 million calls to voicebots.

Speaking to Cyara’s value, the engineer points to an interesting AI use case: proof of responsible use of generative AI for review board oversight. “For every single bot that uses any type of generative AI, we need to show a large number of transactions going through those conversations to evaluate for latency and bias,” he says. With Cyara, they can generate all the calls needed and get a large set of performance data to send to the review board for validation. By his count, the company runs between 3,000 to 4,000 synthetic transactions daily across the this and other components of the contact center infrastructure.

Additionally, using Cyara as part of automated processes has been a real timesaver, he says. An example here is using Cyara to inject key-value pairs (KVPs) into calls testing contact center logic. Entering KVPs manually took four days. Now, with automation, it takes one hour.



Bottom line: “Cyara is used effectively across the board to make sure that no matter what we build, it’s performant and can scale.”

Healthcare Tech Spinout Changes the Game for Voice Quality

As this insurance company reinvents itself, it has grand visions of cloud-first transformation and agentic AI-enabled interactions. But for its recently spun-out technology solutions business, amid these is the everyday reality of the phone call... or, actually, millions of them.

Although this insurer has an omnichannel contact center, many customers still gravitate to calling in for service questions and issues. That customer preference has approximately 10 million calls flowing into the IVR annually, says the senior telephony manager. Of those, 30% are resolved via the voice self-service channel. That leaves the bulk, 70%, hitting a live agent.

Company at a Glance

Annual revenue: \$253 billion
 No. of employees: 300,000+
 Operational reach: U.S.
 Cyara customer since: 2020

Value Proposition: Boost Experience & Brand Loyalty

Outcome

Guarantee end-to-end coverage

Pain points

Seasonal boosts in call and voicebot volume taxed the voice infrastructure to the point of potential service disruption and loss of customer trust

Value statement

Continuous validation allows delivery of consistent service quality and operational efficiency

Select KPI impacts

- 97% reduction in testing cycle (KVP injection)

Solutions driving outcomes

Botium, Pulse, Velocity

Until a year and a half ago, if an agent complained about their calls dropping or other issues, his team would have had to investigate all the potential problem spots—the phone number, the PBX, the IVR—before determining that the agent endpoint was the culprit and assigning a service ticket. “Once the call left my data center, especially now with full-time remote workers, I lost the ability to monitor it,” he says.

The problem disappeared when the team began running ResolveAX in headsets, desktops, and other endpoints to proactively monitor voice quality down to the agent. ResolveAX alerts them about the cause of degradation, be that a laptop running out of memory, a headset requiring an update, or other issue.

Today ResolveAX is in place for 600 agents. The manager hopes to expand that to the full staff, of about 5,000 agents, as the insurer’s contact center technology transformation continues. Reduction in mean time to repair is a key business outcome, he says.

IT funding for ResolveAX opened up following the success the insurer had been having using Pulse to test underlying business services that interact with the IVR. With the depth of the Pulse tests, the voice team was able to pinpoint where exactly in a transaction calls were dropping, despite all green indicators on the dashboard monitoring the related enterprise service bus (ESB). Pulse was alerting on issues before the IT tools were, he says. “Elevating our alarming to a transactional state, which Pulse drives for us, really was an eye-opener.”



Bottom line: Use of Cyara tools has been game-changing for voice quality at the insurer. “Cyara has bubbled up to the top of our NOC stack because it is the only thing in real-time that can truly monitor this level of quality and this deep into our technology stack.”

Company at a Glance

Annual revenue: \$27 billion
 No. of employees: 7,500
 Operational reach: U.S.
 Cyara customer since: 2024, for ResolveAX; earlier for Pulse

Value Proposition: Boost Experience & Brand Loyalty

Outcome

Guarantee end-to-end coverage

Pain points

Lack of visibility down to agent endpoint led to inability to determine root causes of performance issues and prolonged time to repair

Value statement

End-to-end monitoring insures against avoidable downtime, shortens MTTR

Select KPI impacts

- *MTTR reduction (unspecified)*

Solutions driving outcomes

ResolveAX, Pulse

Bank Enables IVR Transformation

A half dozen years ago, this Canadian banking institution identified the need to modernize its IVR platform supporting multiple lines of business. The transformation project would entail migrating from an outdated legacy IVR system, running in a costly hosted environment, to a new platform that allowed it to do more sophisticated routing and segmentation, among other advanced capabilities.

But there was a hitch. At that time, the bank’s QA team handled all functionality and regression testing manually. The team was small, and executing test calls took a long time—often requiring working at night and over weekends. “It was very tedious,” the QA director says. For the IVR modernization project, manual testing was untenable. To ensure success, the team would need to test every single call path, and all variations of each, for every line of business, amounting to thousands of test cases in a very short window. “We knew we couldn’t go any further without an automation tool,” he says.

The Cyara platform, which the team had previously vetted, was a quick-and-easy decision for them—and, because modernizing the IVR was a business imperative, approvals came quickly. “We needed to get this project done, and we couldn’t do that without these tools. That was the priority, not ROI,” he says.

To support the IVR migration, the QA team brought in a trio of Cyara solutions: Velocity, Cruncher, and Pulse. All continue providing value, but the QA director points to Pulse in particular for enabling the bank to get out of the rut of complaint-based testing. That is, the QA team is no longer fielding customer complaint calls about the IVR not working, and running tests based on those. Volume of load testing has increased as well, to close to 1,000 an hour, a QA technical specialist says, so that the QA team is able to get ahead of bugs or breaks, too. Rather than manually testing conducted per need, now the team runs daily health checks and handles about 150 to 180 test cases in a day, he adds.



Bottom line: “Being able to self-perform our load tests gave us more flexibility and empowerment for our day-to-day jobs.”

Company at a Glance

Annual revenue: \$42 billion
 No. of employees: 54,000
 Operational reach: Primarily N.A.
 Cyara customer since: 2019

Value Proposition: Boost Experience & Brand Loyalty

Outcome

Test the most complex journeys

Pain points

Business transformation and IVR modernization not possible without end-to-end testing and validation of all call flows

Value statement

Comprehensive validation of call paths ensures the system functions as intended, delivering measurable reduction in incidents, and creates a dependable, stress-tested foundation for growth and innovation

Select KPI impacts

- *Elimination of complaint-based testing*

Solutions driving outcomes

Velocity, Cruncher, Pulse

Diversified Financial Services Firm Keeps the Phone Lines Open

Accessibility services, business banking, credit card services, general inquiries, investments, online and mobile banking, multilingual services... and the list goes on and on. When you're a financial services operation with millions of clients, the number of toll-free numbers for customer service is staggering.

In the case of this company's personal and commercial banking business, we're talking 100 or more numbers and huge call volume, says the senior manager for site reliability, engineering, and automation at the bank. But of course, he adds, call volume has to be a nonissue for customer service: "The last thing you want is your customers complaining that something isn't working."

That's a heavy onus on his team, which provides testing and monitoring support for contact center application development. To that end, Cyara solutions—namely Velocity and Pulse—have long been staples at the company. "It's all about automation," the manager says.

Over the years, Pulse has proven invaluable for his team. "It's an integral part of the proactive monitoring process," the manager says.

His team uses Pulse to run health checks and synthetic tests on its toll-free numbers every 15 minutes, 24/7/365. If a call fails two or three times consecutively, Pulse sends an alert to the support team for remediation. How that remediation plays out depends on root cause. If the IVR is at issue, the support team can set up different messaging for the callers. Or, if it's a carrier issue, they could post an emergency message on the website notifying customers that the customer service number is temporarily unavailable, and to try alternative means of outreach. "The important thing is that we know about it early. We don't want to keep our customers in the dark," he says.



*For this manager, the value is in the intangibles. **Bottom line:** "If we can get our alerts much quicker, our reputational losses can be reduced if there's an outage."*

Company at a Glance

Annual revenue: \$71 billion
 No. of employees: 97,000
 Operational reach: Primarily N.A.
 Cyara customer since: 2013

Value Proposition: Boost Experience & Brand Loyalty

Outcome

Creating a safety net against revenue loss and reputational risk

Pain points

Call failures erode customer trust and lead to reputational risk

Value statement

Comprehensive validation of call paths ensures the system functions as intended, enables failure detection before becoming an issue for customers or revenue

Select KPI impacts

- *Continuous testing*

Solutions driving outcomes

Velocity, Pulse

Conclusion

As these case studies illustrate, companies operating high-volume contact centers have much to gain from the use of Cyara's AI-led CX Assurance & Productivity Platform in enabling journey insurance and productivity boosts. Business outcomes are noteworthy:

- Guaranteeing end-to-end coverage
- Creating a safety net against revenue loss and reputational risk
- Testing the most complex journeys
- Driving cost savings at scale
- Building resilience at scale

Some of the gains are measured in hard numbers, like the \$82,000 to \$163,000 in operational savings reported by the biopharmaceutical company or the 45% reduction in time required for UAT testing at the specialty insurance provider. But just as often, the tools are so entrenched that their value manifests itself in other ways, such as the adoption of other components of the assurance suite for additional use cases or lines of business.

That the Cyara solutions have been in place within the profiled companies for years—a decade in one case—speaks to their durability and trustworthiness. That they're seen as the backbone to support critical system migrations, revamped processes, and CX transformations is another. Neither is trivial, by any means.

While the companies profiled in this report are all large, or very large, any company can benefit. And any company that has overlooked CX assurance until now but is moving ahead on AI needs a rethink, and fast. This is a critical juncture, and CX assurance is a necessary addition to any contact center operation.

ABOUT METRIGY: Metrigy is an innovative research and advisory firm focusing on the rapidly changing areas of **AI, workplace collaboration, digital workplace, digital transformation, customer experience and employee experience**—along with several related technologies. Metrigy delivers strategic guidance and informative content, backed by primary research metrics and analysis, for technology providers and enterprise organizations.