

WHEN EVERY CALL COUNTS

How the National Society for the Prevention of Cruelty to Children Assures Its Helpline

ABOUT THE NATIONAL SOCIETY FOR THE PREVENTION OF CRUELTY TO CHILDREN

The National Society for the Prevention of Cruelty to Children (NSPCC) is a leading U.K. charity dedicated to safeguarding children and young people. Since its founding in 1884, the NSPCC has worked tirelessly to protect children from abuse, neglect, and harm through a variety of services, including counselling, advocacy, and education.

In continuance of its mission to ensure that every child grows up, free from harm, the NSPCC combines advocacy, support, and research to drive policy changes and provide immediate help to those in need. In addition, the NSPCC operates several key services, including Childline, a confidential helpline for children and young people, and the NSPCC helpline, which allows adults to voice their concerns regarding a child's safety.

THE CYARA ADVANTAGE

Cyara helps leading global enterprises:

- Reduce IVR testing time by up to 90%
- Recapture up to 90% of abandoned callers
- Assure millions of customer journeys
- Deploy AI-powered customer interactions with confidence
- Conduct true in-country number testing across 140+ countries and 400+ global carriers

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The challenge

As an organization, the NSPCC provides support to children in need through a variety of helplines and services. Because of the gravity and time-sensitive nature of the NSPCC's services, it's essential that whatever channel a child, young person or adult with concerns uses to reach the NSPCC, they perform flawlessly, allowing counselors and call handlers to provide immediate assistance and support for incoming queries.

When children are in a crisis, it won't understandably be their priority to report a failed call or continually try to call back if something isn't right. That's why it's critical for the NSPCC to be aware of any issues as soon as they occur, and why the NSPCC recognized it needed help freeing up valuable time and resources to be able to test and monitor system performance as easily as possible.

Additionally, the NSPCC team was looking for ways to better work with its chat journeys, which had got more complex in nature as the service tailored its responses to the wide variety of issues that babies, children, young people and the adults concerned about them would seek support for. Manual testing processes couldn't effectively cover the wide range of scenarios alone; without a comprehensive, automated testing solution, there were risks of exposing the organization and users to poor quality journeys at a time when they've finally found the courage to reach out for help.

ACROSS THE ENTIRE ORGANIZATION, THE NSPCC SOUGHT SUPPORT IN SEVERAL KEY AREAS:

System monitoring and alerts

The NSPCC needed a more efficient way to monitor its infrastructure, validate performance, and enable faster issue detection and remediation.

Structured bot testing

Traditional, manual testing lacks the scale, depth, and efficiency necessary to validate all the possible inputs in the chat journey. The NSPCC team sought a comprehensive testing solution.

Regression testing efficiency

Manual regression testing was incredibly time-consuming, and the NSPCC needed a solution that enabled rapid deployment of updates and increased scale, without compromising quality.

Service continuity

Any delays affect the NSPCC's ability to support young people. For this reason, the organization needed a solution that would identify issues proactively.

Digital transformation

As the NSPCC looked to innovate by migrating its Childline, NSPCC Helpline, and Supporter Care to Genesys Cloud, the team needed a testing solution that would continue to work well with its new technology solutions.

> "With Cyara, we've been able to spend time where it matters most. Instead of focusing all our time on manual tests, our staff are now freed up to focus on areas where they can have a bigger impact for young people."
>
> **Ross Copland, Head of Transformation, NSPCC**

The solution

The NSPCC implemented Cyara Pulse to overcome manual testing burdens and improve overall CX monitoring. Pulse enables the team to identify, pinpoint, and remediate CX defects before they affect customers in the live environment.

Unlike traditional testing approaches, Pulse provides automated, continuous testing and real-time visibility into contact center performance. This allows the NSPCC to identify issues such as call failures, latency, and routing errors early, reducing risk and ensuring consistent service availability for those who need them most.

Throughout the NSPCC's migration to Genesys Cloud, Pulse provided 24/7 visibility, so the team can confirm performance quality, even through expansions and infrastructure changes.

The NSPCC also implemented Cyara Botium to support testing of its chat journeys. The NSPCC team replaced single-person manual testing with Botium, paving the way for automated, scalable regression tests. This continuous, end-to-end testing makes it possible to validate thousands of utterances and deliver reliable user interactions. Since partnering with Cyara, Botium has tested more than 7,000 NLP utterances for accuracy and reliability.

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CYARA

CUSTOMER SUCCESS STORY | **NSPCC**

REAL OUTCOMES

The numbers behind the success

216 hours to **15 minutes** REDUCTION IN NLP TEST TIME	**5,000+** HOURS OF MANUAL TESTING TIME SAVED PER YEAR	**47,000+** AUTOMATED TEST CALLS	**7,000+** NLP UTTERANCES TESTED

> You can easily look at the screenshots of what's happened and see where it's failed. And then it's very quick and easy to go in and retest and look at what's going on.
>
> **Gawain Griffiths, Website Supervisor, NSPCC ChildLine Online Services Team**

> Once you've got Cyara up and running, it's so intuitive to go in, analyze the alerts, and see results.
>
> **Gawain Griffiths, Website Supervisor, NSPCC ChildLine Online Services Team**

The journey continues

Cyara has been instrumental in enhancing the NSPCC's helpline operations. NSPCC is enabling its team for self-sufficiency in Botium's regression tests and the team is developing plans to further integrate Cyara's solutions into its testing and monitoring processes.

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The AI trust company for customer experience

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