



Case Study

## Large US Retail Energy Leader

A large retail energy leader in the United States had a monumental challenge. How could they go from 23 million to 43 million calls per year, consolidate two very different customer experience environments, and ensure their project was on time and on budget? They turned to Cyara.

To consolidate technologies, shave two months from their project scope, and deliver an exceptional customer experience, this customer counted on Cyara.

*[Read more of their story here.](#)*

CYARA 

“We had a 13-month timeframe to complete the entire effort, which was originally scoped for 15 months. We would have never met this timeline without the use of automation and the Cyara Platform.”

CALL CENTER TECHNOLOGY MANAGER, RETAIL ENERGY LEADER

## Cyara Helps Fortune 500 Energy Leader Improve the Customer Experience

Automated customer experience testing speeds major consolidation project and improves the customer experience

### CHALLENGES

- Standardized 12 call centers on a single Avaya platform and IBM Websphere IVRs; consolidating all network circuits/trunks
- Create a balanced customer experience between high-touch customer service and self-service
- Shave two-months from the project to meet a 13-month deadline

### BENEFITS

- Reduced troubleshooting efforts in the pilot phase by 80%
- Saved \$396,000 in personnel and time for user acceptance testing
- Grew coverage from 240 to 4,500 test cases for regression testing
- Reduced regression testing from 2 weeks to under 24 hours
- Shortened project timeline by two full months

### SOLUTIONS

- Cyara Functional Testing
- Cyara Load Testing
- Cyara Monitoring
- Cyara Outbound Voice (added later)

A large retail energy leader in the United States had a monumental challenge. How could they go from 23 million to 43 million calls per year, consolidate two very different customer experience environments, and ensure that the transformation was on time and on budget? For this energy leader, a service outage was unacceptable, and the ultimate goals were to gain efficiencies, grow revenue, and provide a better customer experience. The Cyara Platform was their choice to ensure that these goals were met.

### Challenges of Separate Platforms and Processes

In addition to almost doubling the number of customer calls, this corporate transformation, which was the result of a merger, added customers in two new states and four new call centers to those already served. In total, the energy leader now had four internal and two outsourced sites on one platform and three new sites on a different platform. These sites were consolidated to seven sites spread across four states.

Call center technology was also consolidated. The energy leader had a more modern call center using Avaya switches and a modern voice portal. The acquired sites were on an older Rockwell platform and used a more traditional IVR. Evaluating both and considering future direction, the project team decided to standardize on the Avaya platform and IBM Websphere IVRs. All network circuits and trunks were also consolidated.

In bringing together two customer experience environments, it wasn't surprising to discover that there were two very different approaches to customer service. One experience stressed automation, and more than 68% of their customer inquiries were handled quickly and efficiently with self-service. The other experience favored a high-touch model with less than 50% of their customers using self-service. Neither approach was perfect. The high-touch model was challenged when call volumes were high, but the self-service model was challenged with lower overall customer satisfaction.

**Creating a New Customer Experience**  
The project team spent a great deal of time up front identifying the best practices and technologies from each experience to incorporate into a New solution. The immediate overall approach was to continue to use familiar processes to serve customers with a plan to incorporate the best of both over time. This approach provided a balance between the high-touch customer satisfaction model and self-service adoption.

The consolidation was then completed in two phases. Phase One was a 'lift and shift' operation that moved the acquired business to the Avaya call center platform and rebuilt self-service capabilities there. Essentially, the goal was to leverage 'low-hanging fruit' from the acquired platform on the combined platform. Phase Two optimized the combined platform by simplifying routing strategies and increasing handling efficiency.

## Challenges of Manual Testing

Based on their tight timeline of 13 months to complete an integration that was originally scoped for 15 months, the project team knew that manual testing would take too long. They knew that their full UAT testing averaged 240 regression tests and took about 2 weeks to run. Given the scale of the integration, their estimate was 6 to 9 months for full UAT testing of the entire consolidated customer experience environment. They also realized that cutting the testing short could result in service outages and a drop in customer satisfaction, neither of which were unacceptable.

## Role of Automated Testing

The energy leader had used automated testing software previously for load testing at the end of large projects and had also introduced monitoring in the production customer experience environment to identify and resolve issues. The project team realized that automated testing was essential to accomplish rapid consolidation of such different call center platforms. In particular, they knew that all technologies that had an impact of the customer experience required thorough testing.

In a previous project, the energy leader used manual testing for unit, system and user-acceptance testing, and separately they used automated testing software for stress testing. While they believed automated testing was the solution they needed, in lack of vendor support resulted in issues with implementing some call flows and delayed support for their customers.

## Proving Immediate Value

The energy leader initially brought Cyara on board for a pilot demonstrating the Cyara Platform in action. During the pilot, Cyara alerted them to a critical system issue. This alert from cut the energy company's normal troubleshooting efforts by over 80%, provided information for an immediate fix, and helped the company avoid any negative impact to customers. Typically, just assembling a troubleshooting team to begin investigating and issue could take up to four hours.

Further, they were able to execute the pilot with minimal assistance from Cyara, proving to them that

the Cyara Platform was significantly easier to use than their previous automated testing software. In addition, Cyara was able to outperform the previous vendor with consistent support, responsiveness and rapid implementation, especially with issue resolution.

## Dramatic Impact and Opportunities Using Cyara

After a successful pilot, the energy leader adopted Cyara for all automated customer experience testing. They increased their number of test cases from 240 to 4,500 that they rapidly developed and continue to use to regression test all changes to their system. They also created a subset of scripts and augmented call volume using the Cyara Cloud to seamlessly test their system at design load.

Using the Cyara Platform also enabled the customer to complete Quality Assurance testing of the consolidated environment in just three weeks with no increase in the number of testers. This was three times less than the effort required for previous integration project. In total, the energy leader estimated a savings of \$396,000 during UAT testing. This number includes testers and time saved with automated testing instead of manual testing. Most importantly, they were able to bring their project in on time and on budget.

Successfully solving this consolidation story, the energy leader continues to expand their use of Cyara and has recently added Cyara Outbound to provide automated testing of their proactive customer care technologies,

CYARA partners include:



### ABOUT CYARA

Cyara was founded in 2006 with a mission: gather the best expertise in the industry to reinvent customer service. Today, Cyara has fulfilled that promise, as market-leading provider of an omnichannel discovery, testing and monitoring SaaS platform. Over 150 employees around the globe help the world's most elite companies use Cyara's platform to accelerate the delivery of seamless and frustration-free customer experiences across every channel. Thanks to Cyara, organizations with combined revenues of over \$3 trillion deliver billions of flawless customer interactions every day. Cyara was named a Gartner Cool Vendor in CRM Customer Service and Customer Support in 2015.



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