

# Forty 7 Ronin Accelerates CX Delivery for Clients

## Financial Services Self-Service IVR Demands Speed and Quality

### Forty 7 Ronin Specializes In IVR Development For Genesys Environments

Forty 7 Ronin is a consulting services company specializing in contact center automation for the Genesys environment. They rely on the Cyara™ CX Assurance Platform to accelerate their service delivery and assure quality in every project.

In every client engagement, Cyara is actively used to:

- Create a baseline by documenting the existing IVR
- Automate the creation of test scripts
- Run automated testing in every “sprint”
- Automate all types of tests including: UAT, regression, and load.

#### FORTY 7 RONIN AT-A-GLANCE

Forty 7 Ronin was founded in Colorado by senior members of the IVR consulting industry. The company specializes in IVR tuning, VUI design, IVR development, reporting and analytics, IVR migration and hosted IVR solutions.

### IVR Project Unable To Begin As Existing Software Was Not Maintained

Forty 7 Ronin was working with an international financial services company that offers consumer loans in nine countries and handles thousands of calls each year. Their customers often had urgent questions, such as whether a loan had been funded or if a loan had been paid off. The company wanted to give customers the ability to quickly get answers through a self-service IVR. The IVR application needed to handle important functions such as customer authentication, loan application status, loan payment status, loan payoff, and account update. Given the critical information customers were seeking, it was imperative that the IVR performed well and always delivered accurate responses.



The financial services company could not begin the project because existing software had not been maintained. They planned to deploy the new IVR in an existing contact center environment but the APIs and web services had not been updated. The financial services company reached out to Forty 7 Ronin to step in and move the project forward. Forty 7 Ronin quickly assessed the situation and knew that it needed to accelerate IVR development but could not sacrifice quality.

“Forty 7 Ronin uses the Cyara CX Assurance Platform for every client implementation. Cyara’s test automation has decreased implementation times, increased the test coverage and quality, and given our clients the confidence that their customer experience deployments have the highest level of quality.”

Mark Stallings  
Managing Consultant  
Forty 7 Ronin



## Accelerating Delivery and Assuring Quality

Forty 7 Ronin turned to Cyara to help them accelerate the development of the IVR, while assuring a high quality application. By automating tasks that previously had been manual, Forty 7 Ronin was able to:

### Rapidly Create Test Scripts

Forty 7 Ronin knew that creating test scripts for an IVR would require a large amount of time and resources if done manually. Forty 7 Ronin used Cyara to automate the creation of test scripts which enabled testing to start earlier in the software development lifecycle.

Additionally, Forty 7 Ronin used Cyara to build data-driven tests with stubbed data. This action accelerated the creation of tests while the financial services company updated its web services and obtained real data.

### Identify Problems Faster

Forty 7 Ronin identified more problems faster using Cyara. They had a practice of executing each test case three times which included User Acceptance Testing (UAT) with the IT team, QA validation with the IT team, and UAT with the business team. Sometimes there were “false failures” caused by different tests running different data or intermittent problems. Running the tests three times identified the areas that needed deeper investigation. For example, when a test case on customer authentication continued to fail at authorization, Forty 7 Ronin knew that the problem was in the back-end application.

Forty 7 Ronin developed another practice to find problems faster. By creating a campaign that would re-run all the failed test cases for the part of the IVR they were working on, and running the “Campaign of Fail” after every fix was made, they could assure that all the issues were addressed.

### Troubleshoot Issues Before Going Live

On the night before the project went live, to troubleshoot any last issues, Forty 7 Ronin executed all the Cyara test suites, covering every path of the IVR. During this testing, they found that the IVR would not run on one path that authenticated a customer. The IVR was designed to authenticate customers through their account number. And, if the customer did not have an account number, the IVR asked for birth year and phone number as a secondary authentication. The secondary authentication path did not work during testing. And, upon investigation, Forty 7 Ronin determined that developers had changed the web services associated with the secondary path which broke the IVR. The developers worked all night to address the issue and the IVR went live the next morning, flawlessly.

## RESULTS

- Automatically created a baseline design document of existing IVRs, which enabled transparency and collaboration between teams earlier in the cycle
- Accelerated development by automating the creation of test scripts and testing earlier in the process
- Found problems faster by executing each test case three times
- Executed a flawless release by troubleshooting problems before going live

## LEARN MORE

Watch this video to learn how Forty 7 Ronin accelerates CX delivery for clients



CORPORATE HEADQUARTERS:  
805 Veterans Blvd, Suite 105  
Redwood City, CA 94063  
+1 650 549 8522

CONTACT US:  
hello@cyara.com  
cyara.com

GLOBAL OFFICES:  
United Kingdom: +44 0203 786 5070  
Australia: +61 3 9093 0815

FOR MORE  
INFORMATION:

Contact your account executive to learn how we can help you accelerate your CX ahead of customer demands.



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Delivered at Scale.