

Case Study

## Financial Institution

A global, US-based financial institution underwent a major technology upgrade beginning in early 2011. The organization chose Cyara based on its more collaborative approach, attractive price and significantly better flexibility in scheduling testing and training.

“Cyara increased our confidence in the IVR, our network and our project. Management was assured that systems were viable.”

SR. TECHNICAL PROJECT MANAGER, GLOBAL FINANCIAL INSTITUTION

“With Cyara, we were able to baseline the entire system – network, IVR, call volumes, every- thing.... This saved our project and the mental health of my staff.”

**SR. TECHNICAL PROJECT MANAGER, GLOBAL FINANCIAL INSTITUTION**

## Automated Testing Suite Reduces Call Center Technology Deployment Risk and Saves Project

Outgrown Contact Center Infrastructure and End-of-life PBX and IVR Replaced with SIP-based Routing and Speech-enabled IVR

### CHALLENGES

- New technology deployment
- Untrained staff
- Failed Interactive Voice Response (IVR) application vendor
- Over stretched Quality Assurance (QA) team

### BENEFITS

- Enabled the organization to become self-sufficient in running tests
- Diagnostic testing uncovered hidden issues with new platform
- Shortened vendor discussions and saved time by using recorded calls to resolve issues
- Saved thousands of dollars in QA costs alone according to the client
- Recovered a failing project

### SOLUTIONS

- Cyara Cruncher
- Cyara Replay
- Cyara Pulse
- Moved from Hosted to On-Premises

New technology, untrained staff, an over-stretched QA team and IVR application development vendor issues were core technical challenges the company faced with their U.S.-based call centers. The organization outgrew existing telephony and IVR solutions and IVR applications were written by a company no longer in business, making support difficult.

“Initially, we thought we’d only have the typical challenges related to bringing in a completely new technology to replace our existing IVR and telephony,” said the senior technical project manager involved in the CTI and IVR replacement project who was interviewed for this case study.

They replaced a very basic, end-of life Avaya PBX call center telephony infrastructure and a 10-year-old, homegrown, Java hard-coded, DTMF-only IVR with a Session Initiation Protocol (SIP)-based, Genesys Customer Interaction Management (CIM) Platform for routing and a speech-enabled, Voice XML-based IVR, Genesys Voice Platform (GVP), for self- and assisted-service. There are 300 active ports at any given time at each of the two core contact center locations with high availability bumping it to 600 ports per location. Approximately 500 agents answer millions of calls per month.

The organization settled on a Genesys infrastructure, and a local IVR application development vendor, who in turn proposed what seemed to be a viable solution in a reasonable time frame along with a recommended testing solution vendor, said the PM. They then began the discovery and design process for the Genesys routing and new IVRs; lined up their internal resources for internal QA and User Acceptance Testing (UAT); and built a project plan.

“We assumed we’d do a couple of tests with the recommended testing vendor to confirm the network could absorb the call traffic and then we’d be set,” said the PM.

### Control, Collaboration and Flexibility Instills Confidence

“The testing solution originally looked at was expensive and did not allow any visibility into the testing process,” said the PM. “This was an issue as we wanted to be proactive in testing and support with our staff trained in the new technologies. Had we gone with the vendor based on the recommendation given by another project vendor, we would have left our staff in the uncomfortable position of having to rely on an outside vendor indefinitely, and this wasn’t how we wanted to proceed,” said the PM.

### Load Testing of the Network

“The organization chose Cyara based on its more collaborative approach, delivered at a far more attractive price, with significantly better flexibility in scheduling tests and training our crew,” said the PM. “We ended up relying heavily on the Cyara team’s flexibility when it came to testing our network, as we had to perform far more hours of testing than originally planned, and ended up using the tools as a diagnostic, not just a volumetric testing tool,” he added.

“Cyara was also the easiest vendor we dealt with, providing technical insights and feedback to our staff gratis during the learning curve. The Cyara Cruncher tests we ran over and over ourselves allowed our team to learn the tools and fine-tune our network. This saved us time and effort, but more importantly instilled confidence in the team that would support these network systems moving forward,” said the PM.



## Cyara Replay Augments the Company's Quality Assurance Team

After the positive experience of using Cyara for load testing, the organization turned to Cyara for functional testing of the IVR application—are the system and applications working as designed, and what's the actual user experience? "Initially the organization did not intend to use Cyara for verifying the IVR," said the PM. "After all, it would be QA'd by the vendor, right? Then my QA team would perform their series of test and we should be all set for production."

Unbeknownst to the company, the application development vendor had no real experience with the financial services vertical market. "They failed to do any real systems analysis, and began delivering IVR code that was so poor it had to be rewritten on the fly after every QA effort," said the PM.

"My top team members were lost trying to keep up with the moving target, and began trying to ramp up to perform advanced integration testing, not their forte, instead of standard QA, and quickly became overwhelmed trying to do three tasks when only one had been planned," said the PM. It was at this point that the PM suggested to management that they use Cyara Replay to augment the QA team. "Again, Cyara was very quick to support our effort, providing free orientation, training and suggestions; we loaded up our IVR and began testing," added the PM.

## Functional Testing Eliminates Miscommunication and Project Overruns

"The value of the Cyara tools went way beyond basic IVR verification," added the PM. "They also allowed the organization to quantify errors found in the IVR, including call recordings that could be provided to the vendor to help them in cleaning up the IVR code and functions that were found to be missing. The vendor discussions were far more succinct and removed any possibility of misunderstanding," she said.

"As the IVR project began to go beyond the timelines, and costs were potentially going to be overrun, we stepped up the use of the tool to augment our QA team that was now completely buried in reiterative, raw testing," said the PM. During this time the project started to spiral into what is commonly called in technical circles as the Death March. "You know—the kind of project where the developers, testers, and tech staff can't see a way to finish, and morale dives," described the PM. "And then code quality went from bad to worse, and the vendor's subcontractors started bailing from the vendor and our project, in droves. We went from thinking we had six developers at the vendor, to then one or maybe two and delivery slowed to a crawl."

"Bringing in Cyara at this point really saved our project, and the mental health of my staff," said the PM. "We were able to baseline the entire system—network, IVR, call volumes—everything. When a new version of the IVR was sent to us we could verify and turn around a full suite of results in a matter of hours. Normally, this would have taken weeks for my QA team to perform. We got control of our schedule, budget and the code quality virtually overnight, quantifying the issues, setting priorities, and driving the project forward."

"We used this for mitigating errors in the vendor's rendition of Genesys configurations, the IVR, the gateways; everything was now visible to us and we could take action immediately in a comprehensive manner," said the PM. "The value of Cyara went way beyond basic IVR verification. We were able to quantify IVR errors we found, including call recordings, which could be provided to the vendor to help them in cleaning up the IVR code and missing functions," he added.

## Automated Testing: an Internal Safety Net

Cyara performed as expected for load testing, said the PM, "but what was really valuable was Cyara's network diagnostic capability with repetitive testing, which showed a weakness in hardware (embedded in a gateway in a dark back room) that killed calls. "Cyara's excellent network reports were completely unexpected," said the PM.

"In summary, Cyara has initially saved us thousands of dollars in QA costs alone and has paid for itself before we got in the door based on the money we've saved in QA. Cyara saved our budget, confirmed our network environment and recovered a failing project," said the PM.

"We are buying Cyara and bringing it in house with the money we are saving because we used the solution. How's that for really bizarre?" The organization started out using Cyara's hosted solutions and later began deploying Cyara on premises.

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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