CYARA

Major US Retailer Moved Black Friday
## from Red Alert into the Green

Real-time Insights and Agile
Response Helped Turn a Challenging
Holiday Selling Season into a Highly
Successful One

Black Friday Turnaround

On Black Friday, the Cyara™ Customer Experience (CX) Assurance platform alerted a major retail client to issues in their system. It was mid-day when the retailer started to see a spike in customer calls, with a balance response that was shifting from two seconds to much longer, on every fifth customer call.

This would be a concern on any day, but on this most critical online sales day of the year, it was an even bigger red flag. From Cyara's executive dashboard, the retailer identified a couple issues, including a server delay on their end and a separate problem with their third-party credit card processor.

Armed with detailed information from Cyara's monitoring platform - recordings, the URL and the numbers being called the retailer was able to identify and remedy the issues quickly. They didn't need to do a manual assessment that would have otherwise taken a couple hours or more. Instead, their operations team could immediately triage, partner with the third-party processor and take quick action. The issues were completely and rapidly resolved.
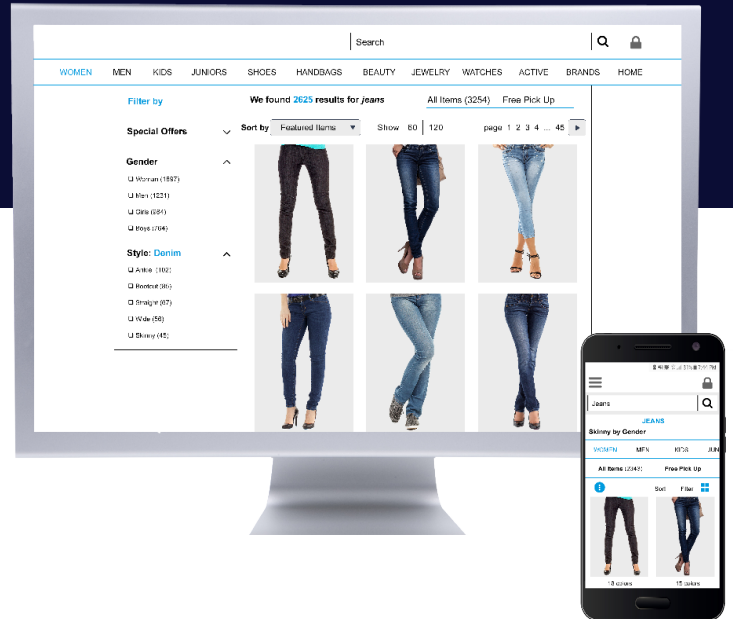
SNAPSHOT:

- **Major US Department Store with over $5B annual sales**
- **Keen focus on delivering outstanding customer experience**
- **Undergoing Agile transformation to accelerate development and innovation**
- **High volume contact center providing voice and digital support**

" While no one wants to see those alerts come through, we were able to escalate, find root causes and get it resolved. "

THE RESULTS ARE MEASURABLE AND IMPACTFUL:

They increased testing coverage from 15% to 85%

Test execution time has been decreased by 97%

Agents no longer do testing, enabling them to focus on their core responsibilities

They have real-time feedback on the customer experience, vs. relying on qualitative surveys after a customer has had a bad experience

"
If we didn't have Cyara, we would have never been able to go Agile! Cyara has transformed our business as we can now roll out changes and test to the feature level in minutes. It's very easy to use and the business loves it as they now just sign off on the Cyara reports I present.
"

Enabling Digital Transformation for World-Class Retail

While the Black Friday response was invaluable in terms of both revenue impact and remedying their customers' experience, the retailer's implementation of Cyara's Customer Experience (CX) Assurance Platform has delivered more than just catching issues when they arise.

The retailer has been able to rely on Cyara for much broader improvements and speed-to-market. They can launch more quickly, and are routinely using Cyara's insights to prevent vs. respond to problems. These dramatic improvements to their CX are a critical part of their overall digital transformation to compete with the world's leading online retailers.

Background

The Quality Assurance (QA) team, which previously did everything manually, was initially skeptical of the solution, but after seeing Cyara's capabilities and ease of use, they were convinced.

Using a Waterfall release methodology, they had previously turned out two to three releases a year. When introducing new features, they would bring in third-party resources to create new test cases, and actual call center agents would manually execute the test cases, dialing numbers and going through each step in a very time-intensive manner. Completing a test cycle would take two to three weeks to complete. As a result, they never were able to complete testing. Not surprisingly, defects made their way into production. On top of it all, the agents who were being pulled out to do this testing were disheartened, because despite their hard efforts, the result was poor, and they felt demoralized.

Solution

With the implementation of Cyara, the retailer has been able to dramatically turn their entire process around. The team has accelerated their test case development, automated functional and regression testing to detect potential issues before they are released into production, and the QA and Operations teams now have real-time visibility into production issues sooner.

Taking Transformation to the Next Level

Cyara has already transformed the retailer's business, moving from manual testing to automated testing. This has been key to enabling their move from a Waterfall development process to Agile development. Now the company is ensuring that Cyara is in place across multiple channels, and will soon support not just the IVR, but additional channels such as chatbots.

Cyara Partners:

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