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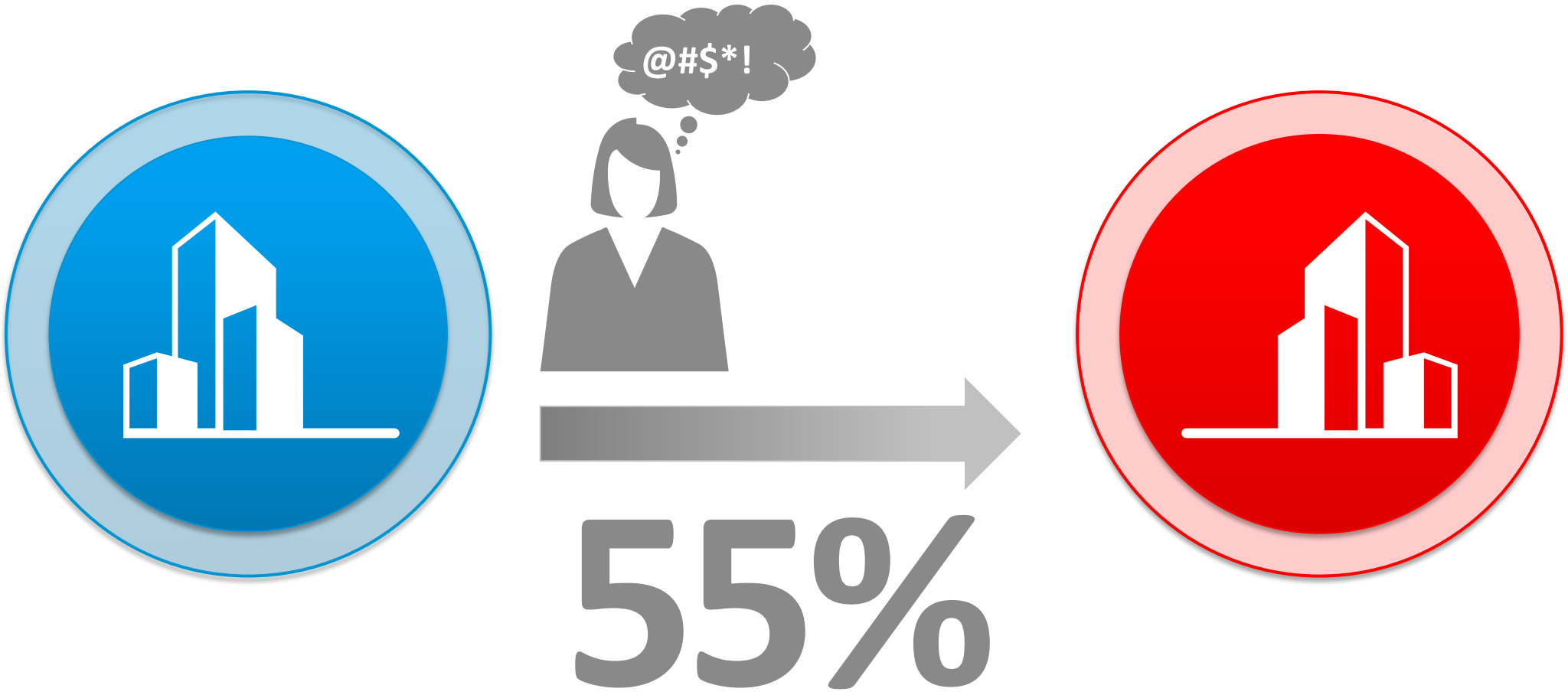
Do you really know what experience your customers are having?

What if you could improve your customer experience in half the time?

The Problem

CX is the most important factor impacting customer retention. If your CX is poor, or if you are not even sure what your CX is, you are likely losing customers to the competition and in many cases they are taking their friends with them!

Customer Service is #1



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So how good is your Service?

“We Provide Superior Service”

80%

“We agree”

8%

Source: Bain CustomerLed Growth diagnostic questionnaire, n = 362; Satmetrix Net Promoter database, n = 375

How do you measure your Service?

CSAT

Temkin

VoC

Transfers

Containment

NPS

JD Power

FCR

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But customers make it difficult to really know.

96%

of customers **don't voice complaints**

Source: "Understanding Customers" by Ruby Newell-Legner

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Where are you and where are you going?

"Stop The Bleeding"

- CX is a liability
- Low NPS
- Negative CX publicity
- High customer attrition

Basic CX

- CX is just ok
- NPS is below leaders
- Vulnerable to competition

Expanding Channels

- CX is an asset
- Good NPS
- Customer Neutral

Optimizing Channels

- CX is a differentiator
- Multi-channel
- High NPS
- CX wins customers from competition
- CX improvement drives project priorities

Raising the bar

- CX is core brand advantage
- Omni Channel
- Leading NPS
- Customer Journeys
- Short Innovation Cycles
- Multiple smaller CX improvement projects

Remediate → Enhance → Innovate & Disrupt

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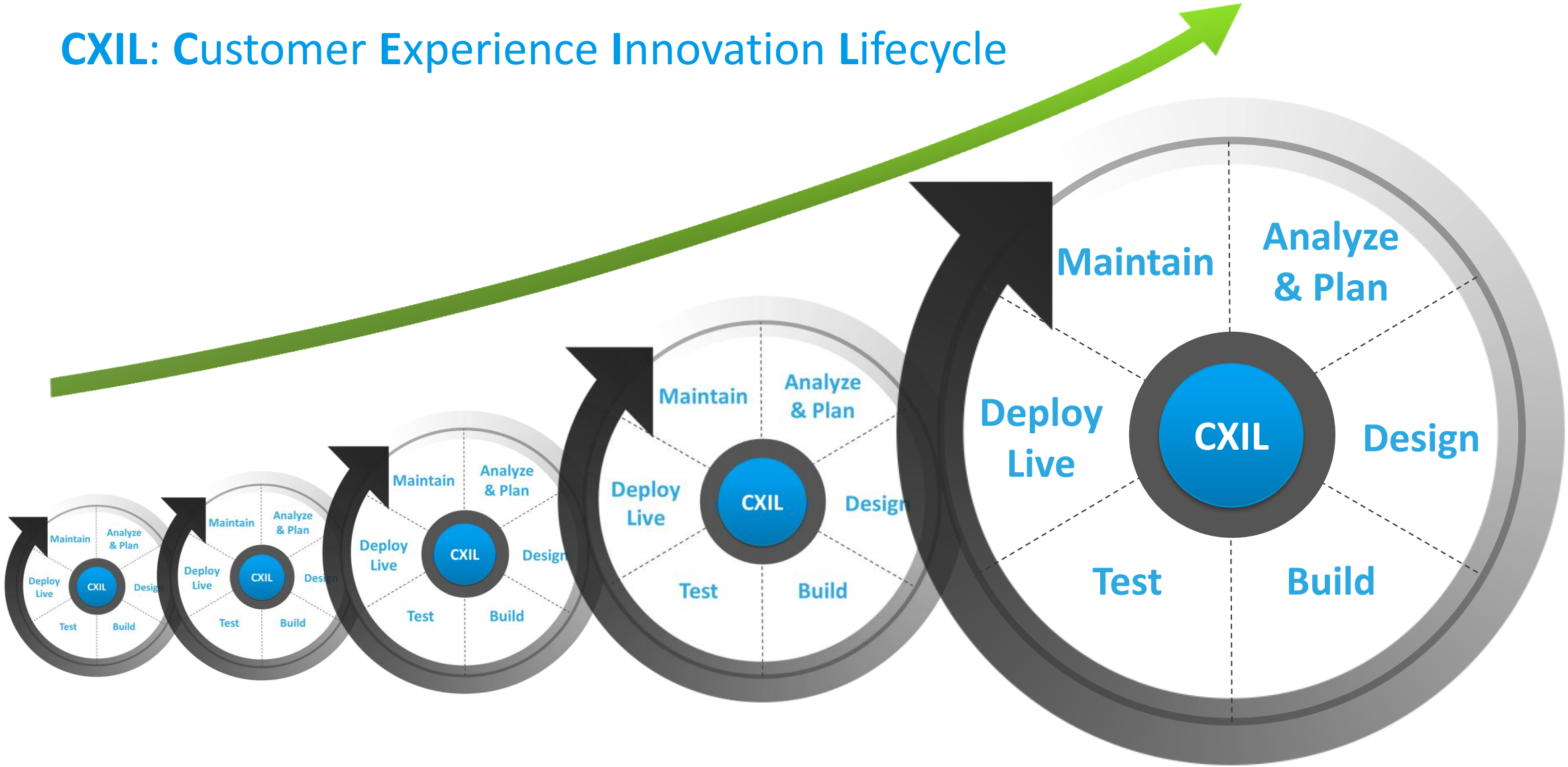
How do you get better?

CXIL: Customer Experience Innovation Lifecycle



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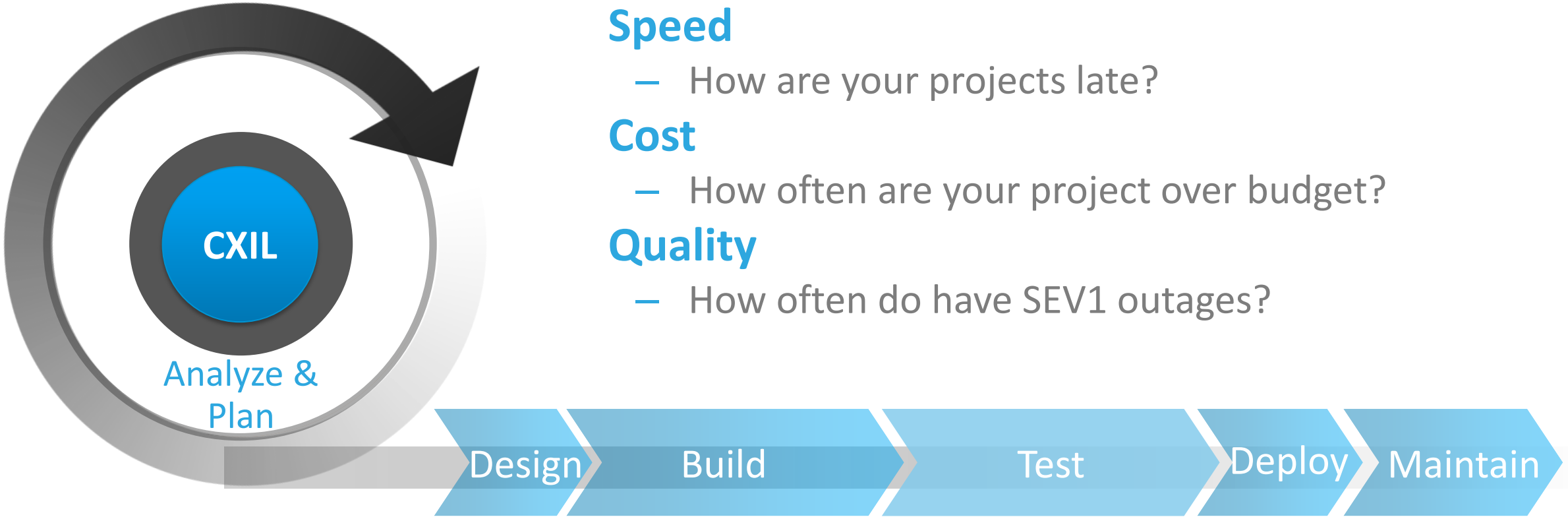
How efficient and effective is your CXIL testing?



Speed

- How are your projects late?

Cost

- How often are your project over budget?

Quality

- How often do have SEV1 outages?

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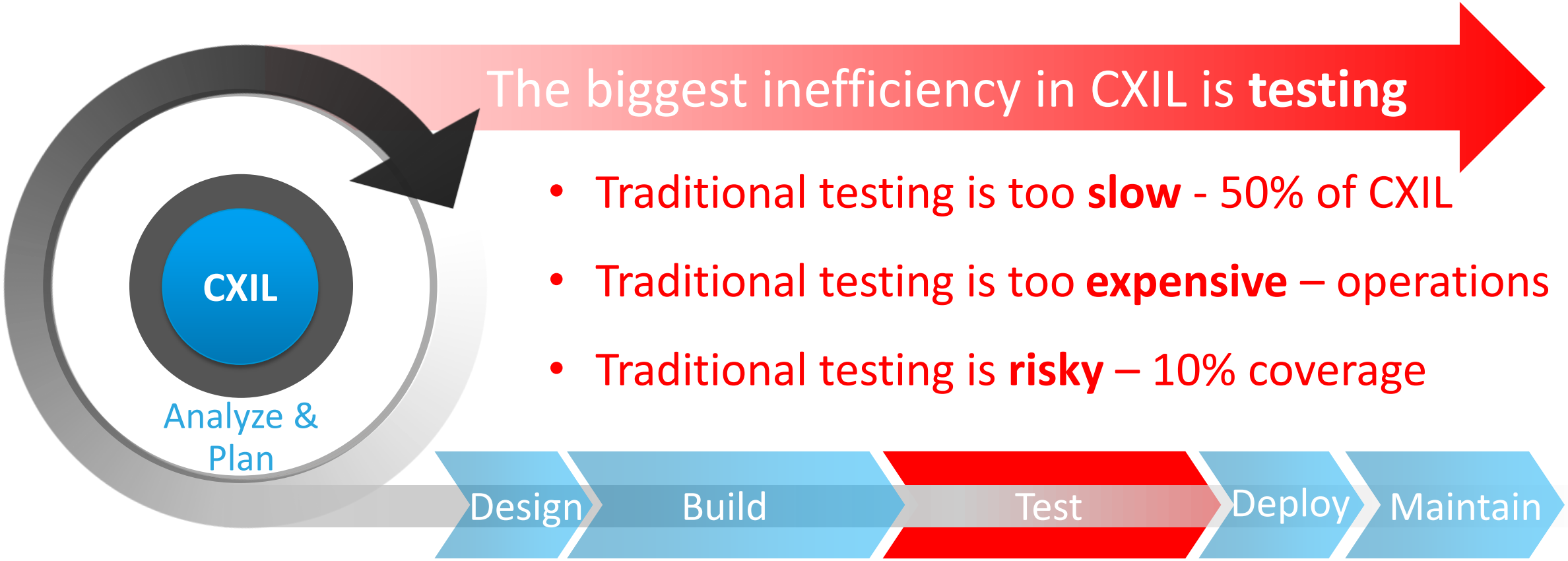
CXIL Efficiency



- Traditional testing is too **slow** - 50% of CXIL
- Traditional testing is too **expensive** – operations
- Traditional testing is **risky** – 10% coverage

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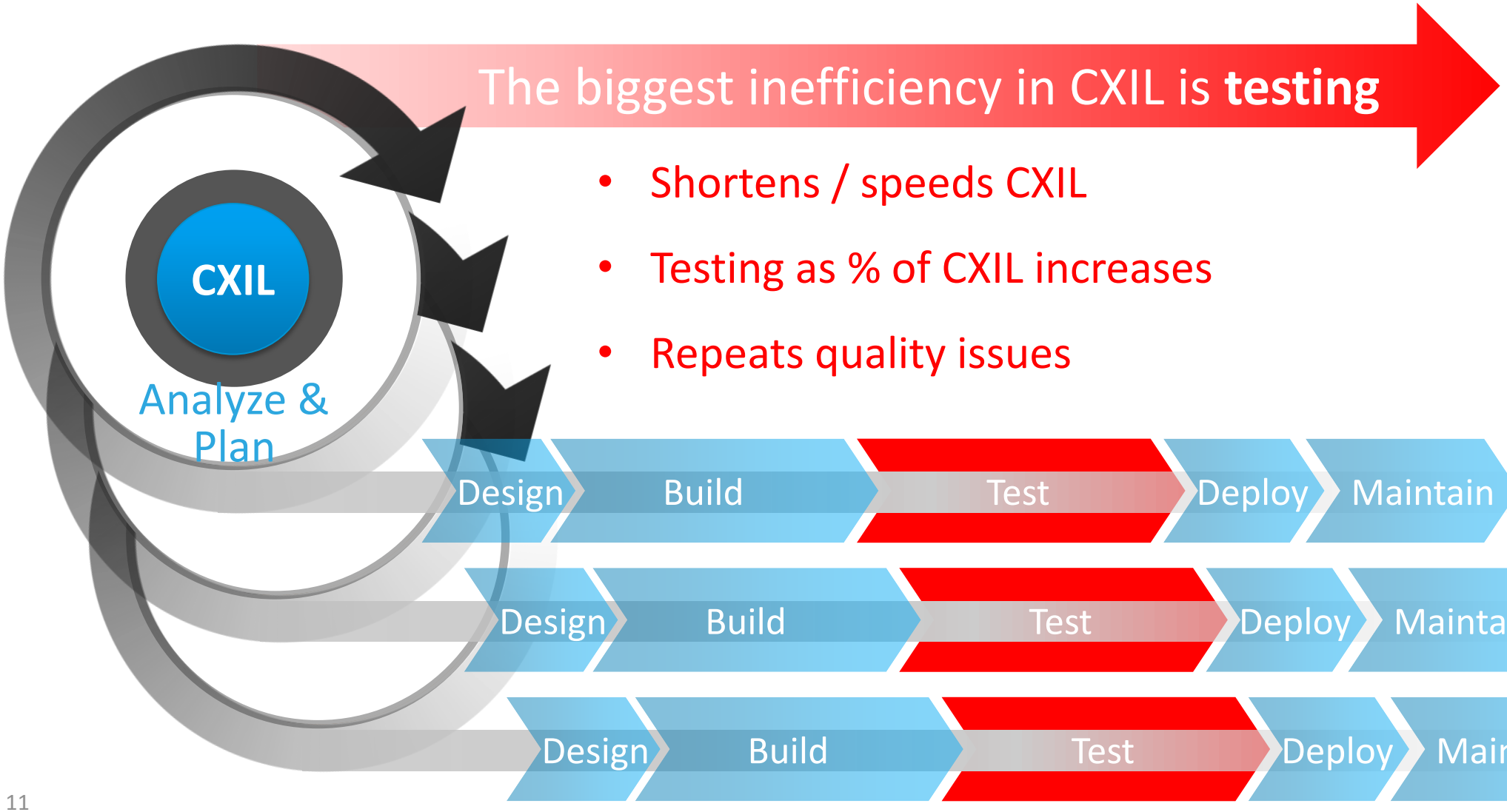
The Move to “Agile” makes the problem worse



- Shortens / speeds CXIL
- Testing as % of CXIL increases
- Repeats quality issues

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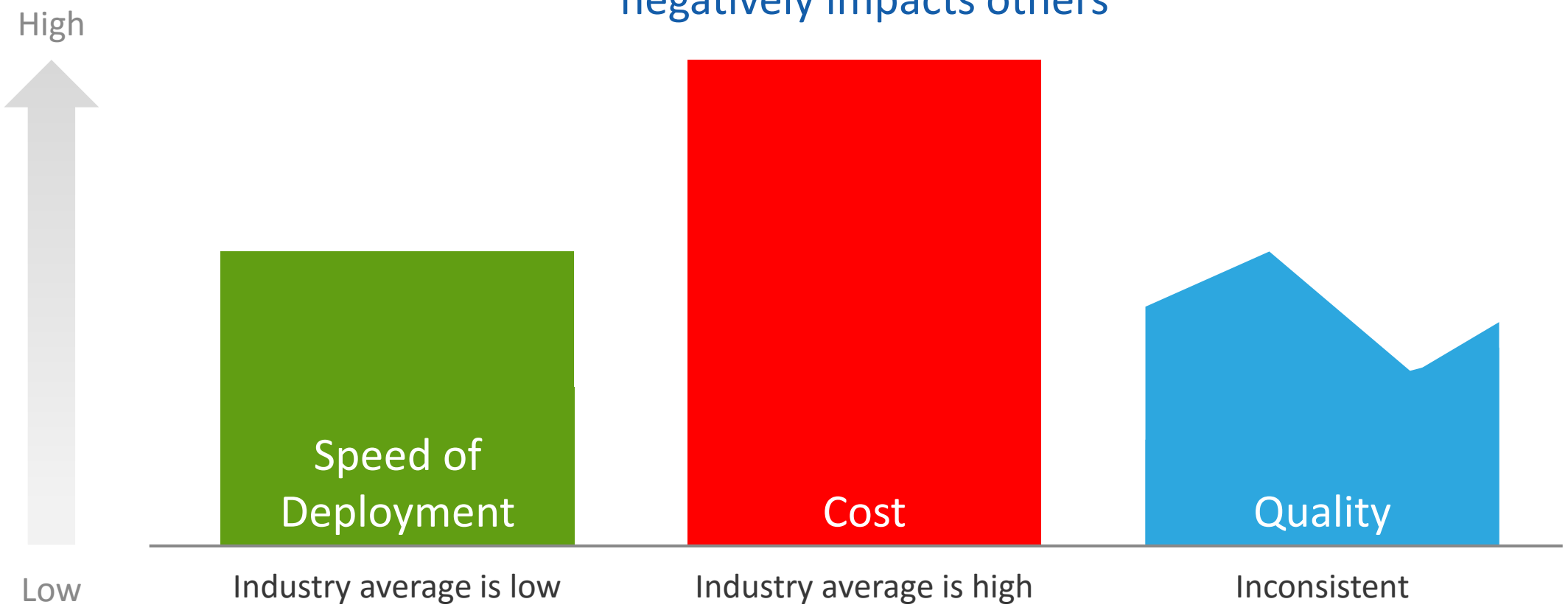
Traditional testing delivers poor value

Without automation, improving any one metric of CXIL testing negatively impacts others



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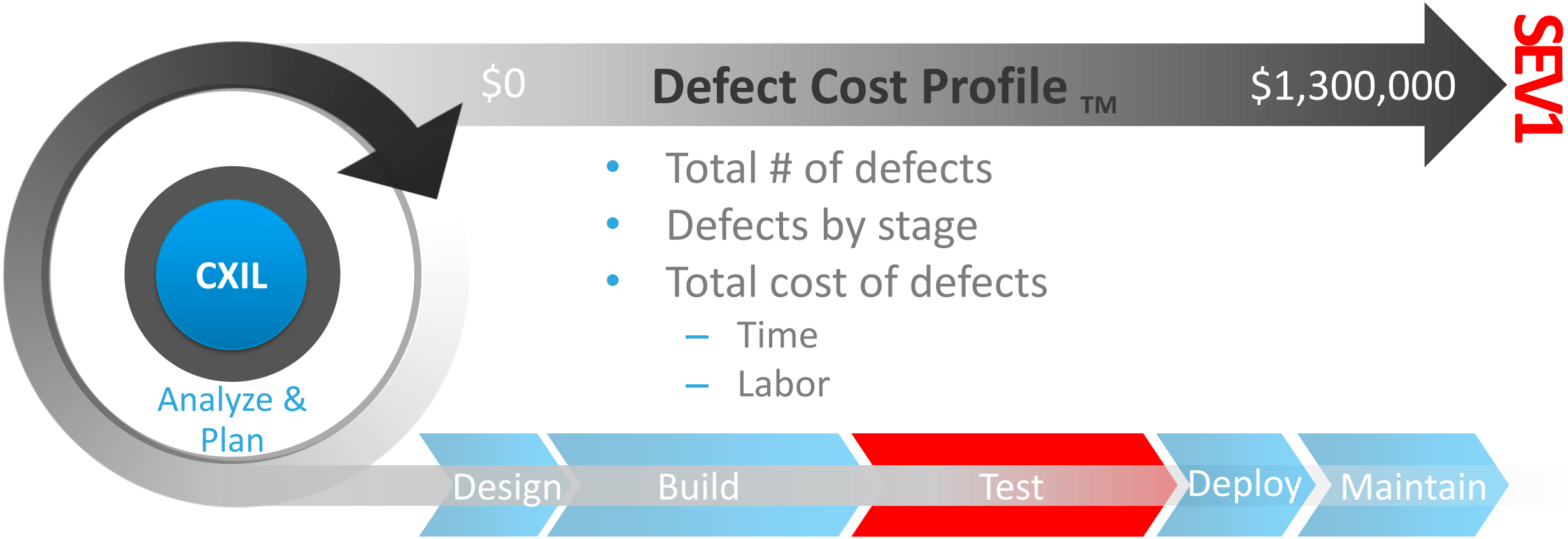
Quantifying CXIL efficiency



- Total # of defects
- Defects by stage
- Total cost of defects
  - Time
  - Labor

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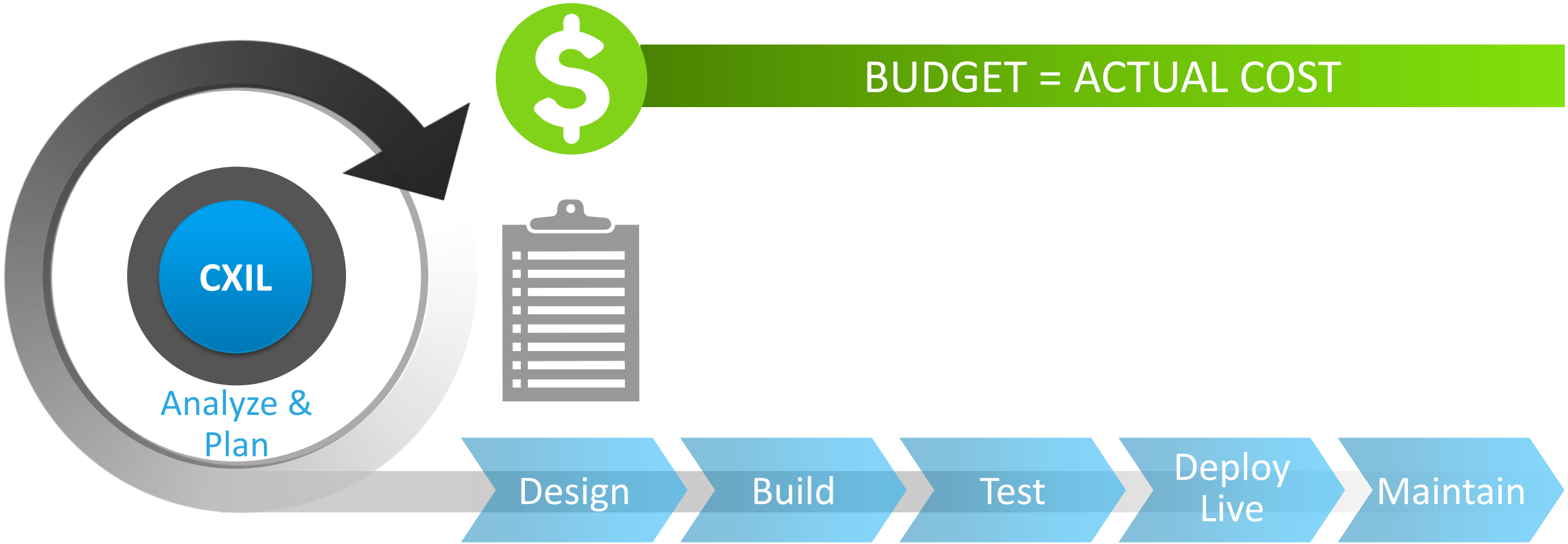
Defect Cost Profile

NO DEFECTS



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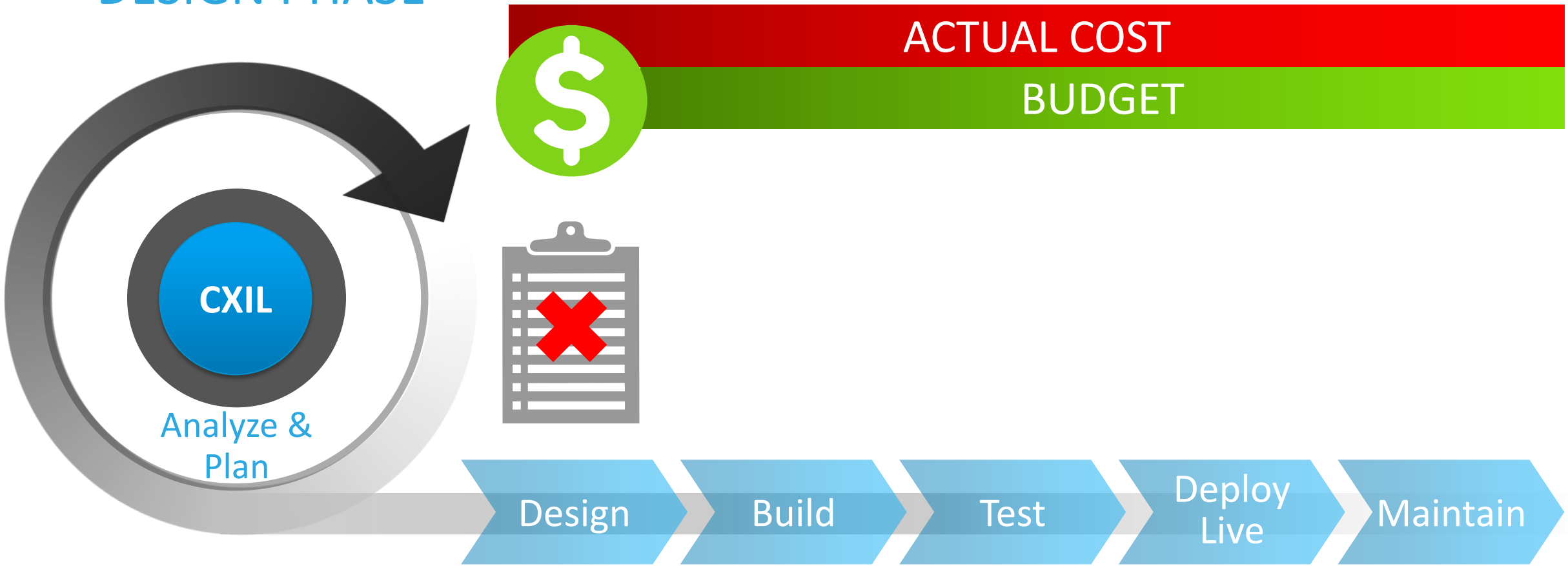
Defect Cost Profile

CATCH DEFECT IN DESIGN PHASE



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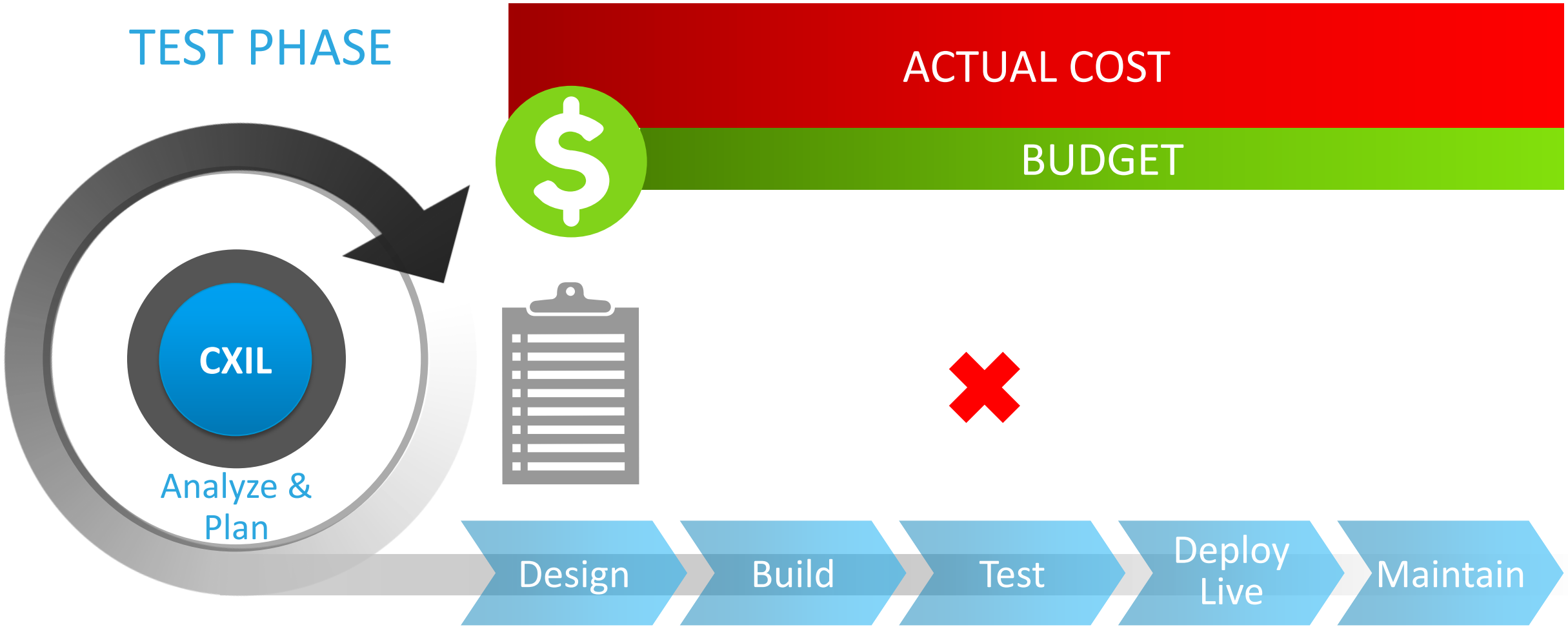
Defect Cost Profile

CATCH DEFECT IN TEST PHASE



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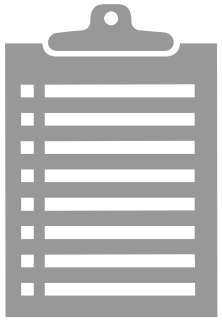
Defect Cost Profile

CATCH DEFECT IN FINAL PHASE



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Cyara Vision

Accelerating innovation to deliver flawless CX

Omni-Channel
&
At Scale

The Process

Transforming your CXIL

With control, predictability and acceleration

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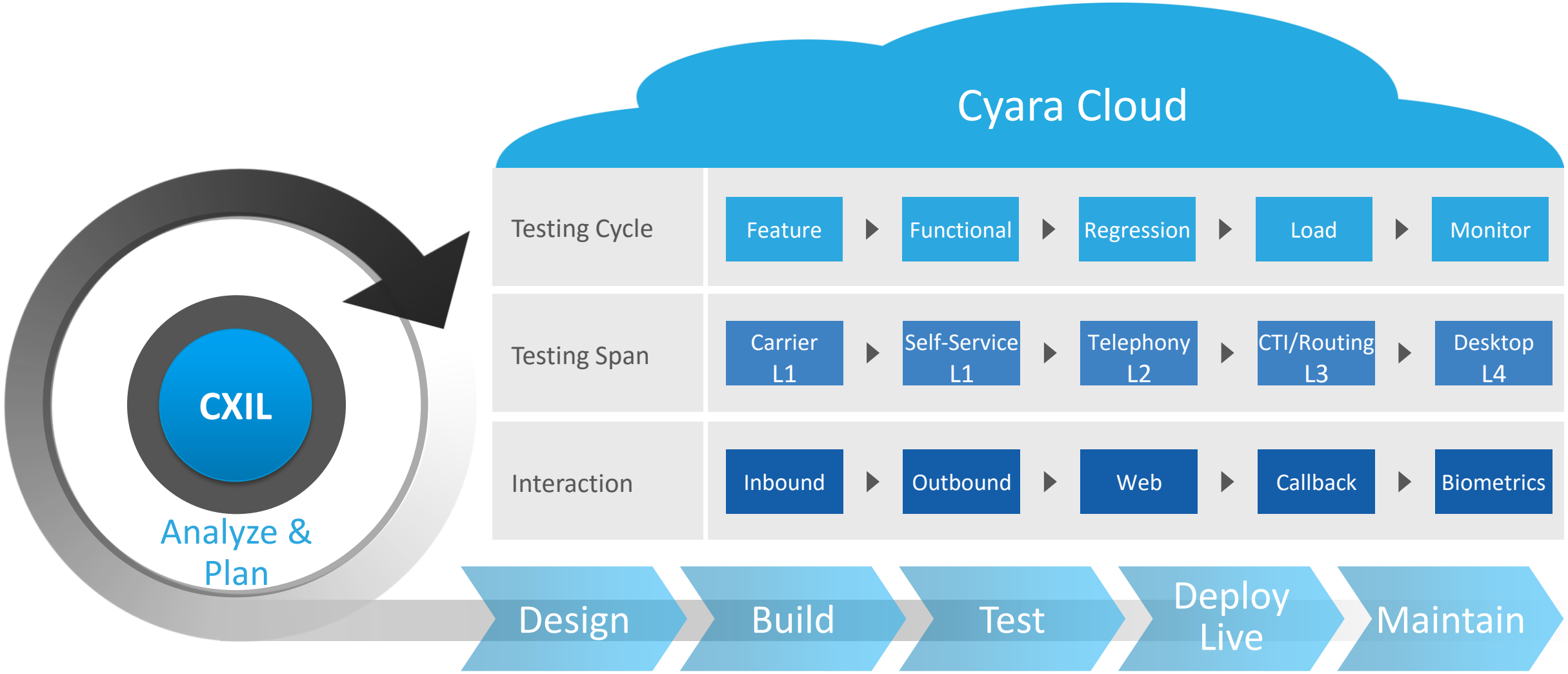
Cyara's Comprehensive CXIL Testing Solution



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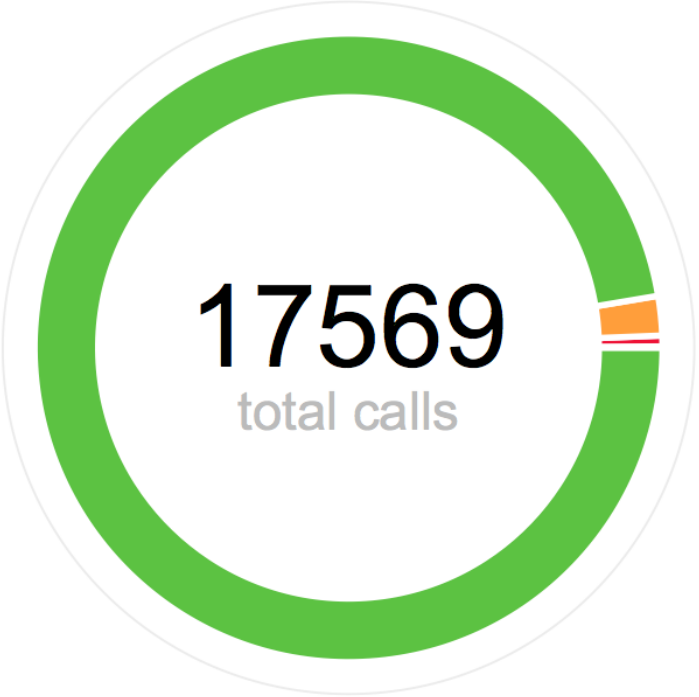
Summary

Results of Total Calls



Aborted

Failed

Satisfactory

Success

Breakdown of Test Cases

Volume	Calls	Test Case
8.71	1,530	Scenario 1 - CD (Multiple POPs)
10.54	1,852	Scenario 2 - OD (Multiple POPs)
16.69	2,933	Scenario 3 - SRF (Multiple POPs)
64.06	11,254	Scenario 4 - Dummy SRF (Multiple POPs)

Displaying 1-4 of 4 Test Cases.

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Details

Export

Display

All Test Cases

Show call no.

1 or 1-14 or 1, 4, 6-8 Show Clear

Call	Test Case	Folder	Time Placed	Duration	Result	Detailed Result	Audio
111	Scenario 2 - OD (Mult…	\VHA	3/22/2016 03:20:43	98.01	Failed	Step 2: No match. Confidence: 2.2% is less than the required 50%	
356	Scenario 4 - Dummy …	\VHA	3/22/2016 03:21:26	2.60	Failed	Step 1: No match. Confidence: 0% is less than the required 50%	
1530	Scenario 3 - SRF (Mu…	\VHA	3/22/2016 03:25:29	17.44	Failed	Step 1: No match. Confidence: 0% is less than the required 50%	
1832	Scenario 2 - OD (Mult…	\VHA	3/22/2016 03:26:40	284.98	Aborted	Aborted during step 6 (Call taking too long)	
1901	Scenario 3 - SRF (Mu…	\VHA	3/22/2016 03:26:53	18.01	Failed	Step 1: No match. Confidence: 0% is less than the required 50%	
2024	Scenario 4 - Dummy …	\VHA	3/22/2016 03:27:14	123.58	Failed	Step 1: No match. Confidence: 0% is less than the required 50%	
2206	Scenario 4 - Dummy …	\VHA	3/22/2016 03:27:46	123.48	Failed	Step 1: No match. Confidence: 0% is less than the required 50%	
2790	Scenario 2 - OD (Mult…	\VHA	3/22/2016 03:29:47	122.23	Failed	Step 7: Response time exceeded Major Threshold Time of 10 seconds. Matched with confidence: 87.8%	

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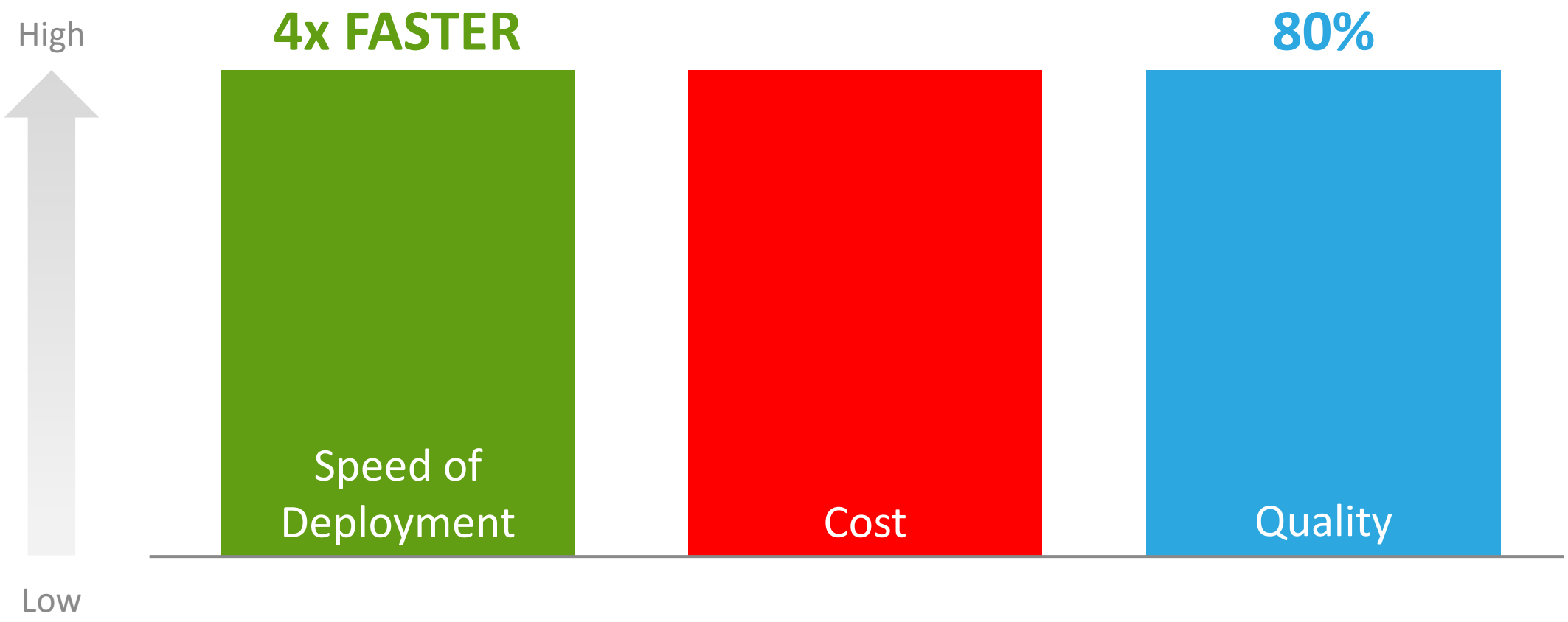
Description	Call goes to OD which will require a voice prompt in Cyara to direct call to CD. Then Scenario 1 will follow.
Called Number	;From:0285247410
Calling Number	0285247410
CallEngineID	CyaraCE14,123.102.116.37
Full Calling Party	0285247410@123.102.116.37
Full Called Party	@123.102.24.131
Ticket	cbae6a9a-b5fa-4f70-a3d5-a915ba35df9f

Run Date	3/22/2016 03:20:43
Duration	00:01:38
Recording	Listen to Call [redacted]
Recording Path	\\10.10.10.84\Recordings-Stored\CE14\0003\20160321-16\2027\20160321-1620278927-cbae6a9a-b5fa-4f70-a3d5-a915ba35df9f-iptB1T71-ipmB1C71-dxxxB18C3-All.wav

Step	Description	Expect to Hear	Reply With	Resp Time	Duration	Min / Max Pause Time	Minor/ Major	Min Conf % / MOS	PSST	Detailed Result	Result	Audio	
0	Time to Connect			1.43	1.43	0/0	5/10				Success	N/A	N/A
1	Voice	{Language en-GB}Hi you've reached in a few words like change of address, or transfer ownership, tell me the reason for your call today.	Account balance	1.08	16.90	0/3	5/10	50	2	Matched with confidence: 75.3%	Success	▶	
2	Waiting message	Ok just a moment		0.30	9.84	0/2	5/10	50	0.7	No match. Confidence: 2.2% is less than the required 50%	Failed	▶	
3	Mobile Number	Ok first up please enter your mobile number	6 1 4 1 6 5 4 2 5 0 0	6.48	13.45	0/2	5/10	50	1	No match. Confidence: 0% is less than the required 50%	Failed	▶	

Automated testing can optimize the value



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Automated testing delivers attractive returns

Speed of Deployment

- Reduce testing time up to 85%
- Reduce project time up to 75%
- Accelerate innovation & ROI
- Minimise project slippage

Cost

- Reduce testing headcount by 80-90%
- Reduce developer costs by 17%
- Eliminate infrastructure

Quality

- Eliminate CX impacting errors
- Increased coverage at little/no cost
- Consistent & repeatable

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Thank You

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