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
So how good is your Service?

“We Provide Superior Service”

80%

“We agree”

8%
How do you measure your Service?

CSAT

VoC

Temkin

Containment

Transfers

FCR

JD Power

NPS
But customers make it difficult to really know.

96% of customers don’t voice complaints

Source: “Understanding Customers” by Ruby Newell-Legner
Where are you and where are you going?

**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

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**“Stop The Bleeding”**
- CX is a liability
- Low NPS
- Negative CX publicity
- High customer attrition

**Remediate**

**Enhance**

**Innovate & Disrupt**
How do you get better?

**CXIL: Customer Experience Innovation Lifecycle**
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?
The biggest inefficiency in CXIL is **testing**

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

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

The Move to “Agile” makes the problem worse

CXIL

Analyze & Plan
Traditional testing delivers poor value

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

- **Speed of Deployment**: Industry average is low
- **Cost**: Industry average is high
- **Quality**: Inconsistent

High

Low
Quantifying CXIL efficiency

Defect Cost Profile™

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

$0\rightarrow$1,300,000
Defect Cost Profile

NO DEFECTS

BUDGET = ACTUAL COST
Defect Cost Profile

CATCH DEFECT IN DESIGN PHASE

ACTUAL COST
BUDGET

CXIL

Analyze & Plan

Design Build Test Deploy Live Maintain
Defect Cost Profile

CATCH DEFECT IN TEST PHASE

ACTUAL COST

BUDGET

CXIL
Analyze & Plan

Design Build Test Deploy Live Maintain
Defect Cost Profile

CATCH DEFECT IN FINAL PHASE

ACTUAL COST = $1,300,000

BUDGET

CXIL
Analyze & Plan

Design  Build  Test  Deploy Live  Maintain
Cyara Vision

Accelerating innovation to deliver flawless CX

Omni-Channel & At Scale
The Process

Transforming your CXIL

Establish & Align Vision → Baseline Environment → Develop Transition Plan → Execute → Fine Tune

With control, predictability and acceleration
Cyara’s Comprehensive CXIL Testing Solution

Cyara Cloud

<table>
<thead>
<tr>
<th>Testing Cycle</th>
<th>Feature</th>
<th>Functional</th>
<th>Regression</th>
<th>Load</th>
<th>Monitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Testing Span</td>
<td>Carrier L1</td>
<td>Self-Service L1</td>
<td>Telephony L2</td>
<td>CTI/Routing L3</td>
<td>Desktop L4</td>
</tr>
<tr>
<td>Interaction</td>
<td>Inbound</td>
<td>Outbound</td>
<td>Web</td>
<td>Callback</td>
<td>Biometrics</td>
</tr>
</tbody>
</table>

Design → Build → Test → Deploy Live → Maintain

CXIL

analyze & plan

Cyara Cloud
Summary

Results of Total Calls

- Aborted
- Failed
- Satisfactory
- Success

17569 total calls

Breakdown of Test Cases

<table>
<thead>
<tr>
<th>Volume</th>
<th>Calls</th>
<th>Test Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.71</td>
<td>1,530</td>
<td>Scenario 1 - CD (Multiple POPs)</td>
</tr>
<tr>
<td>10.54</td>
<td>1,852</td>
<td>Scenario 2 - OD (Multiple POPs)</td>
</tr>
<tr>
<td>16.69</td>
<td>2,933</td>
<td>Scenario 3 - SRF (Multiple POPs)</td>
</tr>
<tr>
<td>64.06</td>
<td>11,254</td>
<td>Scenario 4 - Dummy SRF (Multiple POPs)</td>
</tr>
</tbody>
</table>

Displaying 1-4 of 4 Test Cases.
<table>
<thead>
<tr>
<th>Call</th>
<th>Test Case</th>
<th>Folder</th>
<th>Time Placed</th>
<th>Duration</th>
<th>Result</th>
<th>Detailed Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>111</td>
<td>Scenario 2 - OD (Multi...</td>
<td>\WHA</td>
<td>3/22/2016 03:20:43</td>
<td>98.01</td>
<td>Failed</td>
<td>Step 2: No match. Confidence: 2.2% is less than the required 50%</td>
</tr>
<tr>
<td>356</td>
<td>Scenario 4 - Dummy ...</td>
<td>\WHA</td>
<td>3/22/2016 03:21:26</td>
<td>2.60</td>
<td>Failed</td>
<td>Step 1: No match. Confidence: 0% is less than the required 50%</td>
</tr>
<tr>
<td>1530</td>
<td>Scenario 3 - SRF (Multi...)</td>
<td>\WHA</td>
<td>3/22/2016 03:25:29</td>
<td>17.44</td>
<td>Failed</td>
<td>Step 1: No match. Confidence: 0% is less than the required 50%</td>
</tr>
<tr>
<td>1832</td>
<td>Scenario 2 - OD (Multi...</td>
<td>\WHA</td>
<td>3/22/2016 03:26:40</td>
<td>284.98</td>
<td>Aborted</td>
<td>Aborted during step 6 (Call taking too long)</td>
</tr>
<tr>
<td>1901</td>
<td>Scenario 3 - SRF (Multi...)</td>
<td>\WHA</td>
<td>3/22/2016 03:26:53</td>
<td>18.01</td>
<td>Failed</td>
<td>Step 1: No match. Confidence: 0% is less than the required 50%</td>
</tr>
<tr>
<td>2024</td>
<td>Scenario 4 - Dummy ...</td>
<td>\WHA</td>
<td>3/22/2016 03:27:14</td>
<td>123.58</td>
<td>Failed</td>
<td>Step 1: No match. Confidence: 0% is less than the required 50%</td>
</tr>
<tr>
<td>2206</td>
<td>Scenario 4 - Dummy ...</td>
<td>\WHA</td>
<td>3/22/2016 03:27:46</td>
<td>123.48</td>
<td>Failed</td>
<td>Step 1: No match. Confidence: 0% is less than the required 50%</td>
</tr>
<tr>
<td>2790</td>
<td>Scenario 2 - OD (Multi...</td>
<td>\WHA</td>
<td>3/22/2016 03:29:47</td>
<td>122.23</td>
<td>Failed</td>
<td>Step 7: Response time exceeded Major Threshold Time of 10 seconds. Matched with confidence: 87.8%</td>
</tr>
<tr>
<td>Step</td>
<td>Description</td>
<td>Expect to Hear</td>
<td>Reply With</td>
<td>Resp Time</td>
<td>Duration</td>
<td>Min/Max Pause Time</td>
</tr>
<tr>
<td>------</td>
<td>-----------------------------</td>
<td>-------------------------------------------------------------------------------</td>
<td>------------</td>
<td>-----------</td>
<td>----------</td>
<td>--------------------</td>
</tr>
<tr>
<td>0</td>
<td>Time to Connect</td>
<td></td>
<td>1.43</td>
<td>1.43</td>
<td>0/0</td>
<td>5/10</td>
</tr>
<tr>
<td>1</td>
<td>Voice</td>
<td>Hi you've reached in a few words like change of address, or transfer ownership, tell me the reason for your call today.</td>
<td>Account balance</td>
<td>1.08</td>
<td>16.90</td>
<td>0/3</td>
</tr>
<tr>
<td>2</td>
<td>Waiting message</td>
<td>Ok just a moment</td>
<td>0.30</td>
<td>9.84</td>
<td>0/2</td>
<td>5/10</td>
</tr>
<tr>
<td>3</td>
<td>Mobile Number</td>
<td>Ok first up please enter your mobile number</td>
<td>61416</td>
<td>6.48</td>
<td>13.45</td>
<td>0/2</td>
</tr>
</tbody>
</table>
Automated testing can optimize the value of your project by making it 4x faster, 80% less costly, and improving quality by 80%.
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
Thank You