

Cyara CX Assurance Platform

Accelerate customer experience development, increase quality across digital and voice channels, and ensure end-to-end customer journeys

Benefits

- 40% to 70% faster times to market
- 2X to 3X reduction in time per test
- 90% test coverage quality

"I know that wherever Cyara is involved, customer [satisfaction] is higher."

Tom Eggemeier, President, Genesys

"Cyara provides a comprehensive platform that is easily maintainable, operationally efficient and scalable when I need it."

Patrick Fisk, Contact Center
Telephony Application Manager,
Toyota Financial Services

Customer smiles— delivered at scale

A poor customer experience can cause your customers to leave and never come back. Delivering a great customer experience is hard work; companies must work with complex infrastructure, organizational silos and manual processes. Yet, customers expect great experiences every time they interact with you. Your success depends on your ability to delight them.

Proactively measure operational customer experience from the outside-in. With this service, you can identify defects that affect customers across digital and voice channels. The Cyara CX Assurance Platform helps you accelerate customer experience development, increase quality across all digital and voice channels, and assure end-to-end customer journeys.

Innovation without the high cost

Genesys has teamed with Cyara, the world's leading customer experience assurance platform provider, to address the traditional challenges of rapid innovation while reducing development costs and risks of customer-facing defects.

Cyara simulates real-world customer interactions and engages with your customer experience applications to ensure journeys happen exactly as you designed them. Users author test cases and the system generates synthetic interactions based on the details in those test cases. Cyara supports the broadest range of interaction channels—voice, web, chat, chatbot, email and SMS. The solution also offers the broadest scope—from customer experience design through functional and regression testing, to performance testing and production monitoring. Support customer journeys from end to end, including self-service through to agent-assisted service and the agent desktop experience.

Cyara is easy to use and has an intuitive interface that makes it easy to build test cases without specialized coding skills; the solution maximizes automation throughout the assurance process. The platform monitors and tests your Genesys applications and other contact center technologies using real calls without affecting customers or agents.

How the Cyara platform works

- Comprehensive customer experience assurance platform: Supports the broadest customer experience assurance needs—from functional and regression testing to performance testing and production monitoring.
- Maximum automation: Increase customer experience quality by maximizing automation of testing and monitoring, including automated discovery of your current customer experience and automated test-script creation and maintenance.
- Easy to use: Intuitive interface makes it easy to build test cases without specialized coding skills. A common interface enables you to reuse tests and components across platform functionality while minimizing rework.
- End-to-end testing and monitoring: Assure journeys comprehensively from self-service to agent-assisted service; assure the agent desktop experience.
- Omnichannel: Test the widest array of voice and digital interaction channels, including IVRs, agent routing, CTI, agent desktop, web, chat, chatbots, SMS and email.
- Holistic customer experience assurance: Simulate real-world customer interactions to assure journeys as your customers would experience them.

Comprehensive customer experience assurance platform across voice and digital channels

Design-driven assurance with Velocity

Velocity accelerates customer experience by providing a collaborative environment that links the design of customer journeys to testing to ensure they perform exactly as designed. Cyara documents your customer experience design to ensure all stakeholders work from the same details. With Velocity, you can automatically create test cases for functional and regression testing based on the initial customer experience design, and then automatically update them based on any design changes.

Performance testing with Cruncher

Cruncher tests your systems at scale to ensure they function as designed at peak performance. Cruncher automatically generates thousands of

calls, simulating real-world customer contact and verifying that your systems work at scale. You can simulate sustained traffic loads, sharp peaks and controlled volume in tests that are easily configurable and repeatable. With Cruncher, you can be confident that your system will perform under pressure before going live with customers.

Production monitoring with Pulse

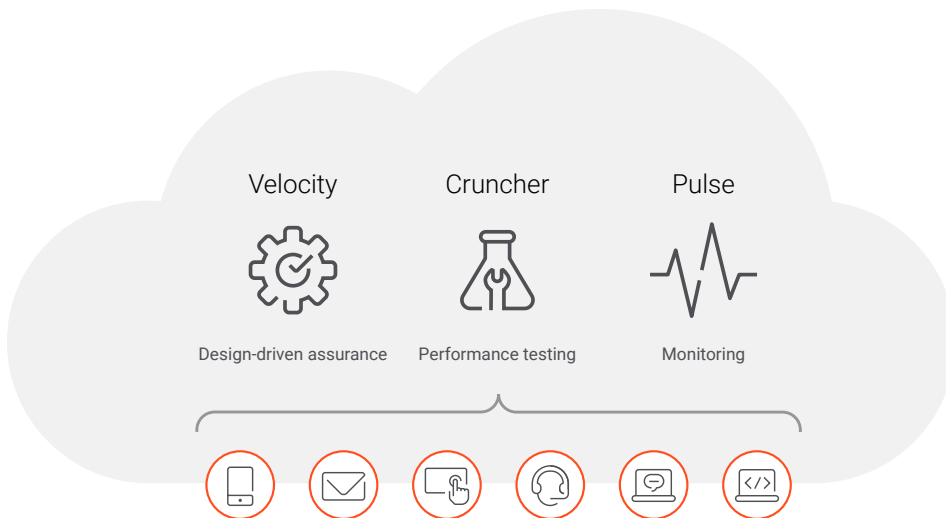
With Pulse, you can monitor your customer experience from the customer's perspective and ensure it's functioning as designed. By simulating real-world customer interactions, Pulse delivers real-time insights so you can identify issues, troubleshoot problems and be certain that you deliver the best possible customer experience each and every time.

Over 300 of the world's leading brands trust the Cyara CX Assurance Platform for a better customer experience.

- Four of the top five brands in the world
 - Four of the top five health insurance companies
 - Four of the top four credit card networks
 - Six of the top 12 property insurance companies
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About Cyara

Cyara is the world's leading customer experience assurance platform provider. Cyara helps enterprises proactively measure operational customer experience—from the outside in—and identifies defects that affect customers across digital and voice channels. Cyara: customer smiles, delivered at scale. Visit www.cyara.com.



ABOUT GENESYS

Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 11,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

Visit us at genesys.com or call us at +1.888.436.3797

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