



How to mitigate the risk of defects and failures in your CX

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Common Challenges for CX/ IT Teams



Cloud
Migrations



Siloed Teams &
Remote Workforces



Higher
Volumes



Omnichannel
Journeys



Manual
Processes



Constrained
Resources

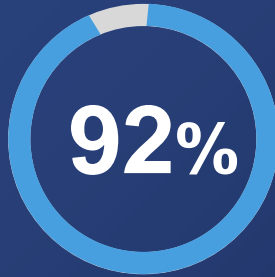


DevOps
Transformations



Risk
Averse

Customer Experience Systems are More Important than Ever



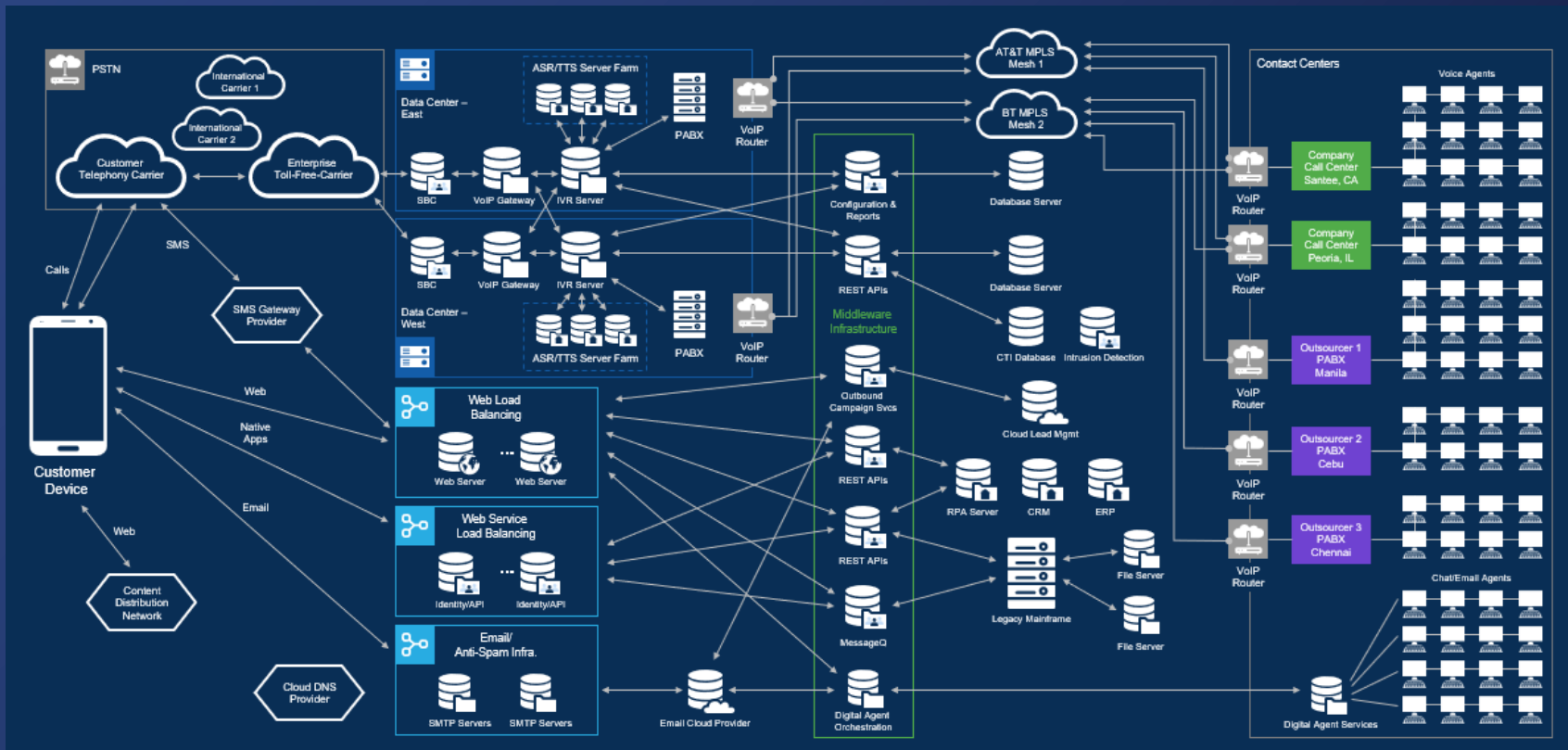
of customers will **leave**
a brand they love after just two or three
negative interactions¹



And in the COVID era, the contact center is becoming the
new “face” of the company

1. PwC (Customer Intelligence Series – Customer Experience, 2018)

But... Delivering Great CX at Scale is Highly Complex



SURVEY



<https://bit.ly/3MTjNwq>



Important Priorities Among CX Leaders



(68%) Shifting from Reactive to Proactive Service

(77%) Automating Customer Service Processes



(80%) Migrating Contacts from Assisted to Self Service

(40%) Retaining, Renewing & Growing the Customer Base



(79%) Upgrading Legacy Contact Center Technology

(47%) Improving Customer Experience Across All Channels



(64%) Understanding Customer Experience Through Data

(62%) Maintaining or Improving Agent Productivity

Risks of Challenges Left Unaddressed



Inability to
Reduce Cost
to Serve



Missed
Revenue
Targets



Reputational
Damage



Employee
Frustration &
Turnover

Today's leading brands are creating
PROMISES
not to just **shareholders**
but to **customers, employees and societies.**

These promises drive **purposeful change**, and
EXPERIENCES
are where these promises are felt.











Why is CX Important?

CX Benefits:

Increasing revenue and reducing cost to serve customers

- Higher customer retention
- Cross sell and upsell potential
- More new customers
- Decreased cost to serve customers

Revenue impact of a 1-point improvement in CX Index™ score:

| | Annual incremental revenue per customer ¹ | x | Average number of customers per company ² | = | Annual incremental revenue per company |
|--|--|---|--|---|--|
|  Auto manufacturers (mass market) | \$58.96 | x | 18 million | = | \$1.1 billion |
|  Retailers (general retail) | \$5.23 | x | 100 million | = | \$523 million |
|  Hotels (upscale) | \$8.22 | x | 44 million | = | \$262 million |
|  Auto/home insurers | \$14.15 | x | 15 million | = | \$212 million |
|  Airlines | \$3.92 | x | 48 million | = | \$188 million |
|  Hotels (midscale) | \$4.02 | x | 30 million | = | \$121 million |
|  Banks (multichannel) | \$7.36 | x | 15 million | = | \$110 million |
|  Auto manufacturers (luxury) | \$117.80 | x | 350,000 | = | \$41 million |
|  Credit card issuers | \$0.57 | x | 61 million | = | \$35 million |
|  Banks (direct) | \$8.51 | x | 3 million | = | \$26 million |

How are you undertaking these priorities?



**Driving Value
through
Proactive Service**



**Digital
Channels &
Capabilities**



**Digital
Transformation &
Cloud Migration**



**Managing a
Digital-First
Workforce**

Imagine if every time a customer had a less-than-stellar customer experience, they took the time to tell you... in painful detail.



Consistently Remove the Risk to Delivering High Quality Customer Interactions

INDUSTRY: **Shipping & Logistics**

CHALLENGE:
organization
as new

Following a contact center platform migration, the needed to assure the performance of seven IVRs as well phones and customer channels.

SOLUTION: Cyara's automated testing and monitoring **saved time** and helped track down **latency issues** that were occurring in IVR handoffs.

VALUE:

40%

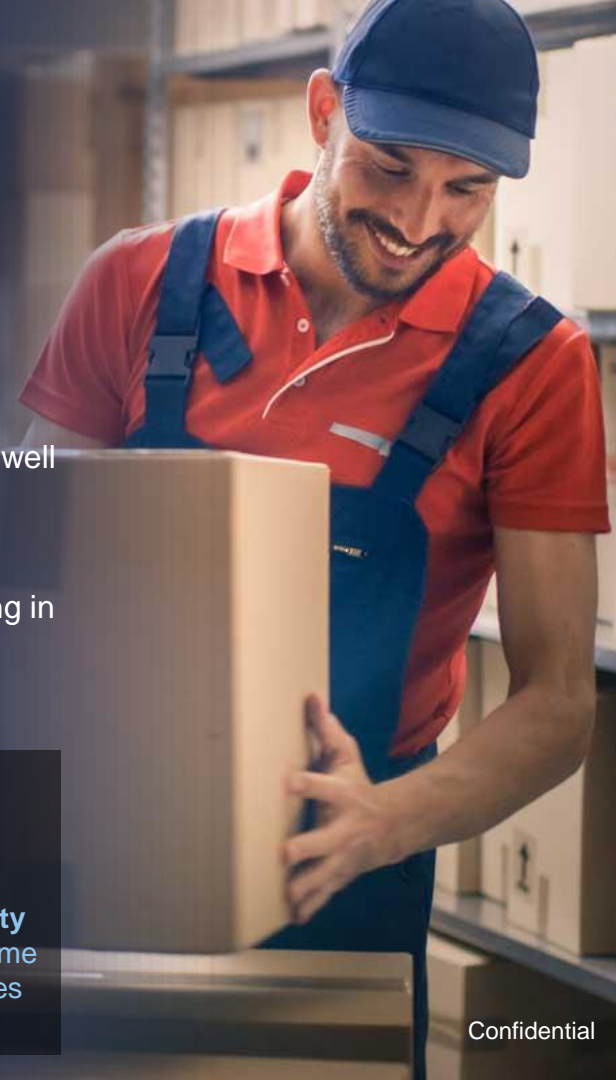
Reduced time spent on testing by 40% compared to manual testing



Identified and **collected data** to resolve IVR latencies



Increased productivity and expanded the volume and scope of test cases





Consistently Remove the Risk to Delivering High Quality Customer Interactions

INDUSTRY: **Financial Services**

CHALLENGE:
customers,
platform
flows.

With voice quality and routing issues negatively impacting a leading bank needed to migrate to a new contact center equipped to support peak traffic and thousands of unique call flows.

SOLUTION: Cyara provided end-to-end testing that helped assure a successful platform migration, improved voice quality, and reduced the time and resources needed for regression testing by 80%.

VALUE:

99.7%

Improved voice quality success rates to **99.7%**



Built 600 functional **automation test cases** also used in regression testing



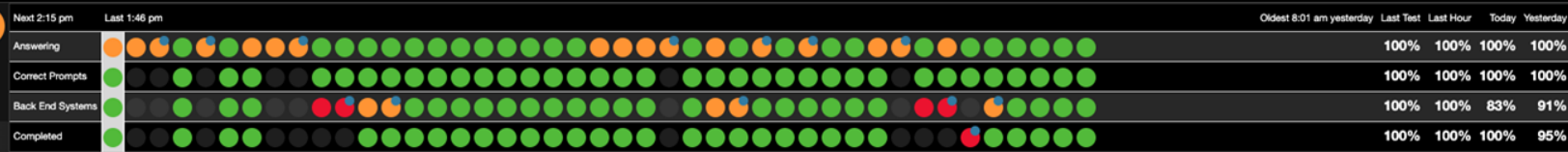
Discovered and **corrected a major design issue** in pre-production

Technology Showcase

Member Services

Assured Journeys

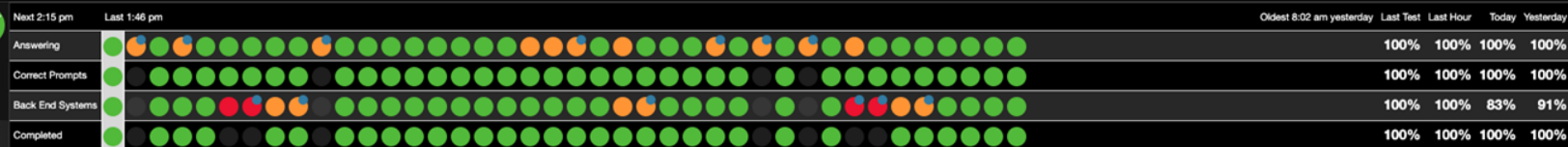
VOICE



Provider Services

Assured Journeys

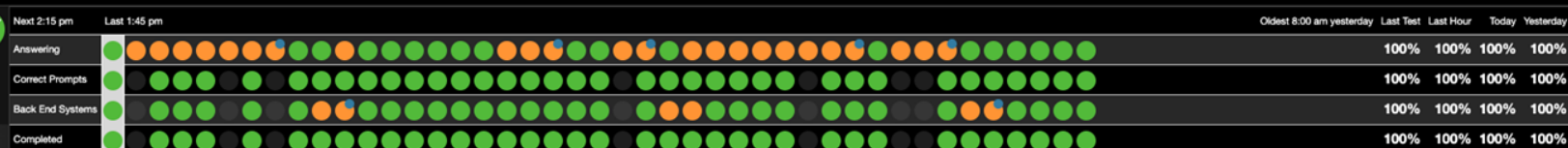
VOICE



Claims Inquiry

Assured Journeys

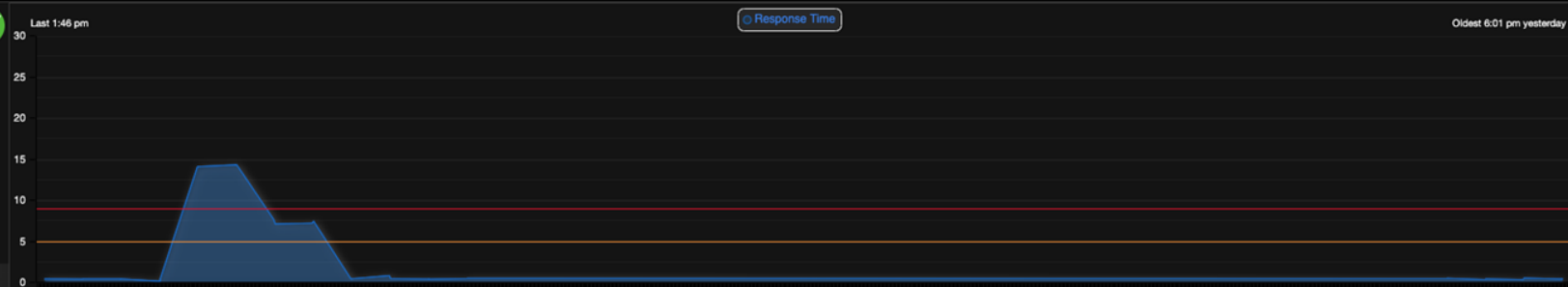
VOICE



Backend Systems

Member/Provider Lookup

VOICE



Website

Web Assured Journey



Campaign: Demo - Healthcare

Action ▾

| Result | Dial Result | Run Date | Duration |
|---|-------------|------------|-------------|
| Failed | Answered | 08:17:54 | 00:01:16 |
| Step 7: Response time exceeded Major Threshold Time of 9 seconds. Matche... | | 06/14/2022 | dd.hh:mm:ss |

Result Summary

Called Number 16037698130

Calling Number

Campaign Demo - Healthcare

Linked CX Model [Demo - Healthcare - Patient - Member Services - Journeys](#)

Test Case [Providers - Enter ID > Database Results](#)

Test Type Inbound

Folder \Demo - Healthcare - Patient - Member Services - Journeys\AutoGenerationTests-2021-09-14\Test Cases

Description

Result Failed

Result Classification Exceeded Major Threshold

Result Details Step 7: Response time exceeded Major Threshold Time of 9 seconds. Matched with confidence: 96.6%. Variables: claim s=35[outstanding=10350.69.

Dial Result Answered

Dial Result Details

Run Date 06/14/2022 08:17:54

Duration 00:01:16

Actions

Ticket

Cyara Alarm created a ticket:

[INC0046760](#)

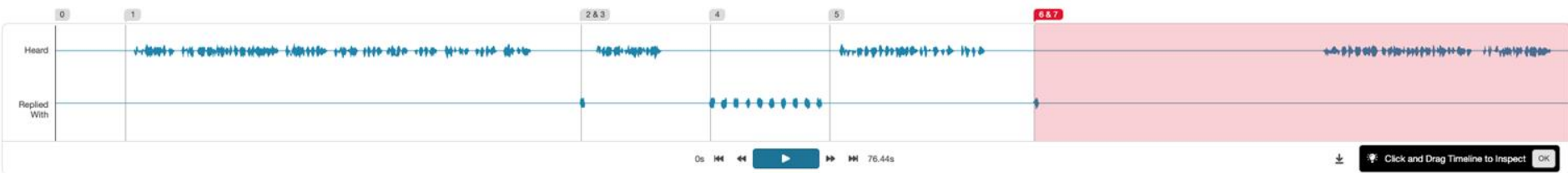
14 Jun 2022 08:19:12

[View](#)

Comments (0)

No comments

[Comment](#)



| Step | Description | Expect to Hear | Transcription | Reply With | Detailed Result |
|------|-----------------|---|--|------------|---|
| 0 | Time to Connect | N/A | N/A | N/A | Success <ul style="list-style-type: none"> Response Time: 3.58 Duration: 3.58 |
| 1 | Main Menu | Thank you for calling Vandalay Healthcare. If you are experiencing a medical emergency, please hang up and dial 911. If you are a member, please press 1. If you are a... | thank you for calling vendel a health care if you are experiencing a medical emergency please hang up and dial 911. If you are a member, please press 1. If you are a... | Empty | Success <ul style="list-style-type: none"> Matched with confidence: 95.9% |



experiencing a medical emergency, please hang up and dial 9 1 1. If you are a member, press or say 1. If you are a provider, press or say 2. For billing inquiries, press or say 3. For a list of services, press or say 4. All others, press 9

experiencing a medical emergency please hang up and dial 911 if you are a member press or say one if you are a provider press or say 2 for billing enquiries press or say 3 for a list of services press or say 4 all others press 9

- Matched with confidence: 95.9%
- Response Time: 0.41
- Duration: 22.93



2 Main Menu - Response

Empty

DTMF reply:

2

Success

- Response Time: 0.00
- Duration: 0.26



3 Providers - Enter ID

please enter your 10 digit provider identification number

Transcribe...

Empty

Success

- Matched with confidence: 96%
- Response Time: 0.46
- Duration: 6.28



4 Providers - Enter ID - Response

Empty

DTMF reply:

2,5,8,1,2,3,4,7,9,0

Success

- Response Time: 0.00
- Duration: 6.02



5 Database Look Up

You entered {Digits Length=10 \$providerID}. If this is correct, press 1. If not, press 2.

Transcribe...

Empty

Success

- Matched with confidence: 96.7%. Variables: providerID=2581234790
- Response Time: 0.52
- Duration: 10.32



6 Database Look Up - Response

Empty

DTMF reply:

1

Success

- Response Time: 0.00
- Duration: 0.26



7 Database Results

Currently you have {Number \$claims} claims under review, with a total balance of {Currency \$outstanding}. To speak to a provider representative, please remain on the line.

currently you have 35 plans under review with a total balance of \$10,350.69 to speak to a provider representative please remain on the line



Empty

Failed

- Response time exceeded Major Threshold Time of 9 seconds. Matched with confidence: 96.6%. Variables: claims=35|outstanding=10350.69
- Response Time: 14.36
- Duration: 26.77



Campaign: Stitched Campaigns

[Edit Campaign Stitch](#) [Results Summary](#) ▾

VOICE

| Campaign Name | Concurrent Ports | Calls Made | Start Date | End Date | Duration | Result |
|-------------------------------|------------------|------------|---------------------------------------|---------------------------------------|---|---------|
| | | 360 | 09:12:02 <small>06/03/2022</small> | 09:32:57 <small>06/03/2022</small> | 00.00:20:55 <small>dd.hh:mm:ss</small> | |
| Demo - Performance LT Phase 3 | 5 | 45 | 09:14:44 | 09:25:56 | 00.00:11:11 | Success |
| Demo - Performance LT Phase 2 | 15 | 214 | 09:14:38 | 09:30:48 | 00.00:16:09 | Success |
| Demo - Performance LT Phase 1 | 5 | 101 | 09:12:02 | 09:32:57 | 00.00:20:55 | Success |

Summary

Results of Total Calls



Breakdown of Test Cases

| Volume | Calls | Test Case ▲ |
|--------|-------|--|
| 28.06 | 101 | Member Service - Enter ID > Database LT1 |
| 59.44 | 214 | Member Service - Enter ID > Database LT2 |
| 12.50 | 45 | Member Service - Enter ID > Database LT3 |

Displaying 1-3 of 3 Test Cases.

All Satisfactory Unsuccessful

Display

All Test Cases ▾

Show call #

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

Show

Clear

Export ▾

Campaign: Stitched Campaigns

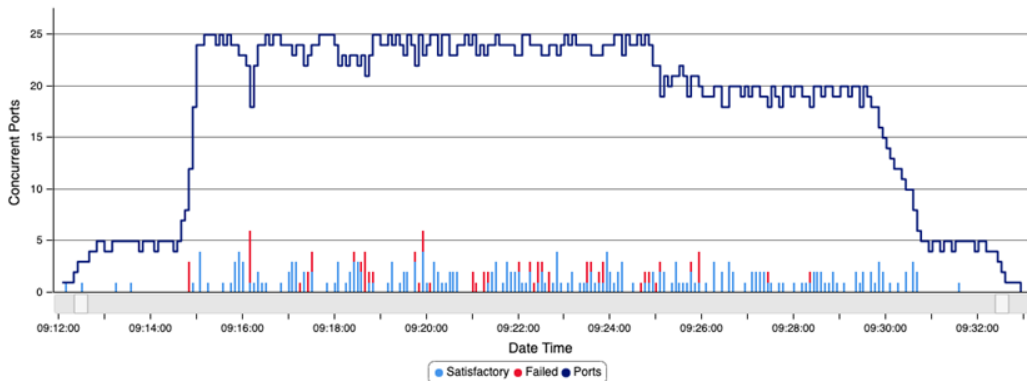
VOICE

[Edit Campaign Stitch](#)
[Load V. Unsuccessful](#)

Server Time: 06/14/2022 11:54
 Pacific Daylight Time

| Campaign Name | Concurrent Ports | Calls Made | Start Date | End Date | Duration | Result |
|-------------------------------|------------------|------------|------------|------------|-------------|---------|
| | | 360 | 09:12:02 | 09:32:57 | 00.00:20:55 | |
| | | | 06/03/2022 | 06/03/2022 | dd.hh:mm:ss | |
| Demo - Performance LT Phase 3 | 5 | 45 | 09:14:44 | 09:25:56 | 00.00:11:11 | Success |
| Demo - Performance LT Phase 2 | 15 | 214 | 09:14:38 | 09:30:48 | 00.00:16:09 | Success |
| Demo - Performance LT Phase 1 | 5 | 101 | 09:12:02 | 09:32:57 | 00.00:20:55 | Success |

Load Versus Unsuccessful
Interval: 5



From Date *

06/03/2022 09:12

To Date *

06/03/2022 09:33

Interval *

5 secs

[Refresh Report](#)

[Export this view](#)

Dashboard

- SETUP
 - Start
 - Test Sets
 - Chatbots
 - Test Data Wizard

EXECUTION

Test Projects

RESULTS

Test Results 1

Botium Wiki

Global Settings



Show More

Pass/Fail Rate Trend

Passed vs Failed Tests (Convo Executions), Last 2 Weeks



Shows the success vs failed test cases ratio over time (last two weeks) - 100% means all test cases passed.

Botium News

News from the Botium universe



- Dashboard
- ETUP
- Start
- Test Sets
- Chatbots
- Test Data Wizard
- EXECUTION
- Test Projects
- RESULTS
- Test Results **1**
- Botium Wiki
- Global Settings

Load Test for Cable Company Performance - 2022-06-10 09:29

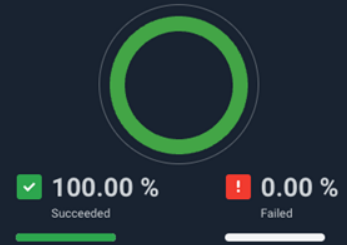
- OVERVIEW**
- PERFORMANCE TEST JOBS
- PARAMETERS
- DOWNLOADS
- DANGER ZONE

Load Test for Cable Company Performance - 2022-06-10 09:29

| | | | | |
|--|--------------------------------------|---------------------------------|---|---|
| Processed Convo's 300 | Succeeded 300 | Failed 0 | Duration 01:00.000 | Response Times 00:00.023 |
|--|--------------------------------------|---------------------------------|---|---|

REPEAT PERFORMANCE TEST

Recent Performance Test Sessions



Test Project
Cable Company Performance - Performance Test

Chatbot Under Test
Cable Company Performance - Chatbot

Involved Test Set
Cable Company Performance - Performance Test Set

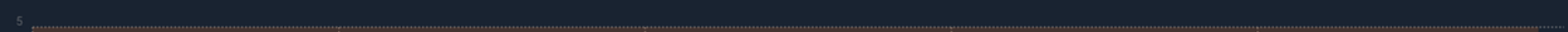
Response Times (full conversation)

Average: 00:00.023
Median: 00:00.008



Parallel Users (Expected vs Real)

If Real User Number is not the same as Expected, then the current Botium Architecture does not meet your needs. Please contact your Botium Administrator.





Cable Company - Security GDPR - Security ZAP Test - 2022-06-01 13-25

Jun 1, 2022 9:25:24 AM



100 %

Test Session Progress

Total Issues

10

High Prio Issues

0

Medium Prio Issues

0

Low Prio Issues

0

REPEAT TEST SESSION

Recent Test Sessions



Test Project

Cable Company - Security GDPR - Security ZAP Test



Chatbot Under Test

DO NOT USE!! - Cable Company



Involved Test Set

Cable Company - Security GDPR - Security ZAP Test Set



Filter

RESULTS

Test Results

Botium Wiki

Global Settings

| Risk | Confidence | HTTP-Method | Alert | Evidence | Solution | Reference Links |
|---------------|------------|-------------|--|-------------------------|--|---|
| Low | Medium | GET | Cookie No HttpOnly Flag | Set-Cookie: dps_site_id | Ensure that the HttpOnly flag is set for all co... --- | Link 1 |
| Low | Medium | GET | Cookie without SameSite Attribute | Set-Cookie: dps_site_id | Ensure that the SameSite attribute is set to ei... --- | Link 1 |
| Low | Medium | GET | X-Content-Type-Options Header Missing | | Ensure that the application/web server sets the... --- | Link 1 Link 2 |
| Low | Medium | GET | Cookie No HttpOnly Flag | Set-Cookie: dps_site_id | Ensure that the HttpOnly flag is set for all co... --- | Link 1 |
| Low | Medium | GET | Cookie without SameSite Attribute | Set-Cookie: dps_site_id | Ensure that the SameSite attribute is set to ei... --- | Link 1 |
| Low | Medium | GET | X-Content-Type-Options Header Missing | | Ensure that the application/web server sets the... --- | Link 1 Link 2 |
| Informational | Low | GET | Information Disclosure - Suspicious Comments | user | Remove all comments that return information tha... --- | Link 1 |
| Informational | Low | GET | Information Disclosure - Suspicious Comments | from | Remove all comments that return information tha... --- | Link 1 |
| Informational | Low | GET | Information Disclosure - Suspicious Comments | TODO | Remove all comments that return information tha... --- | Link 1 |
| Informational | Medium | GET | Content-Type Header Missing | | Ensure each page is setting the specific and ap... --- | Link 1 |



Major Retailer

Consistently Remove the Risk to Delivering High Quality Customer Interactions

INDUSTRY: **Retail**

CHALLENGE: On Black Friday, a major US department store encountered an issue that caused credit cards to stop processing on both the website and in the contact center—with hundreds of transactions in progress.

SOLUTION: Cyara Pulse detected and alerted teams of the issue within two minutes, enabling the error to be quickly reproduced, isolated, and resolved with the responsible third-party system.

VALUE:



Detected a **SEV1 error** within two minutes of occurring



Rapidly isolated and resolved the issue with a third-party system



Minimized impact to customer experience and retail sales

Confidential



Customer Smiles. **Delivered at Scale.**

Learn more: Visit Cyara.com

For questions/demo requests email: bill.laruffa@cyara.com