CYARA

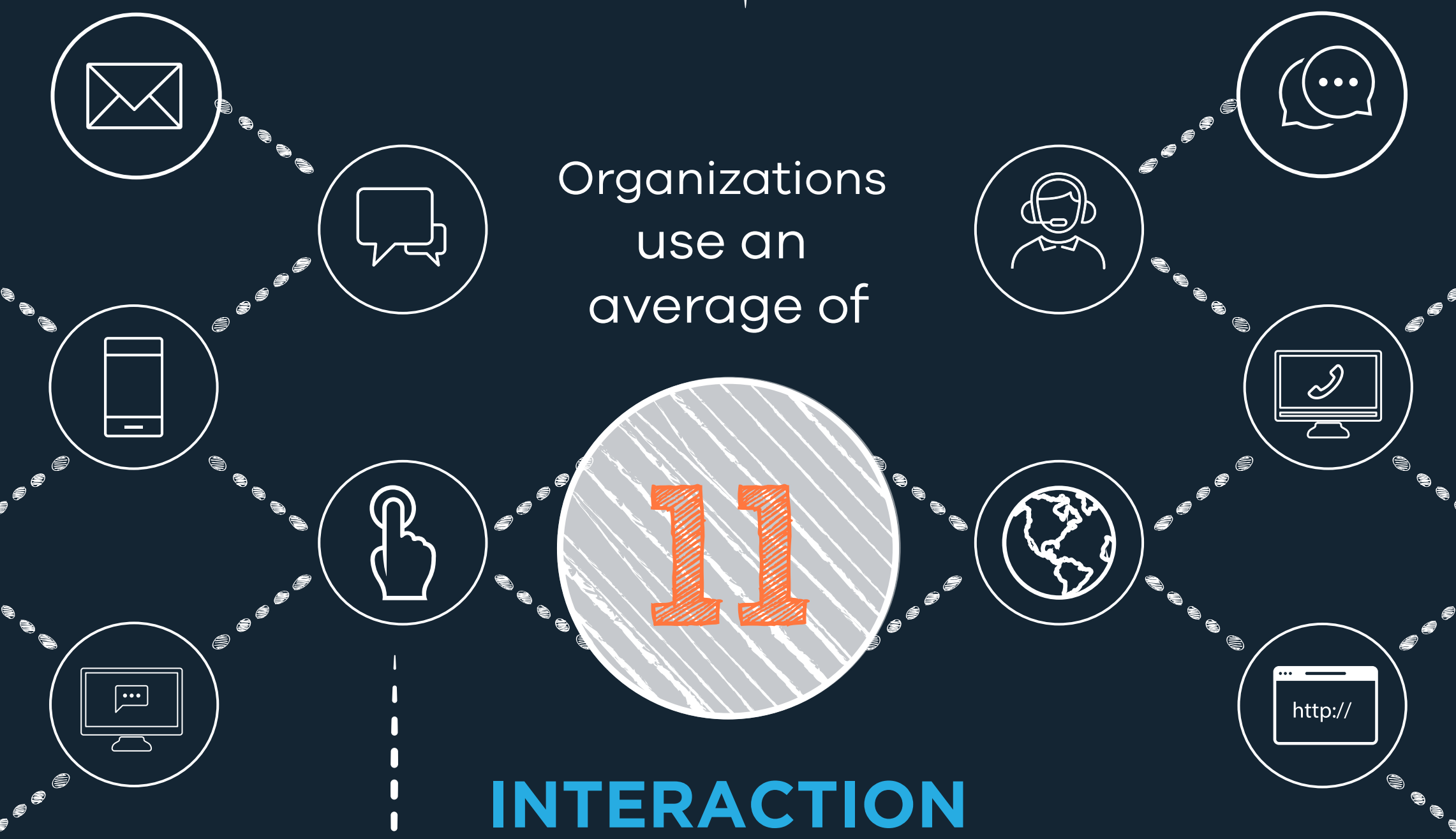
WHY DEVELOPING CX WITH SPEED & QUALITY IS IMPORTANT

58% of consumers believe that

TECHNOLOGY HAS SIGNIFICANTLY CHANGED THEIR EXPECTATIONS

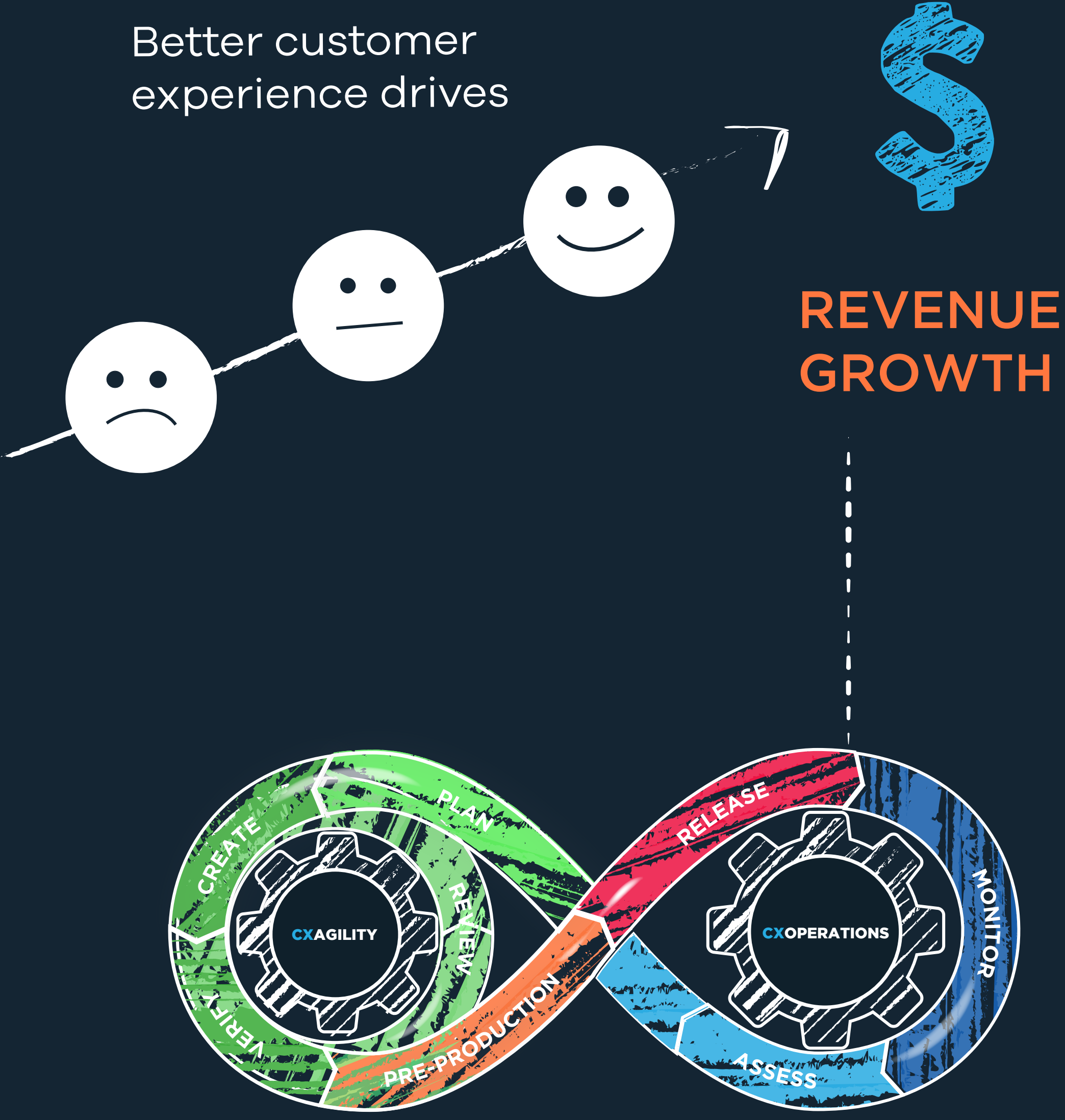
of how companies should interact with them [1]

Organizations use an average of



INTERACTION CHANNELS [2]

Better customer experience drives

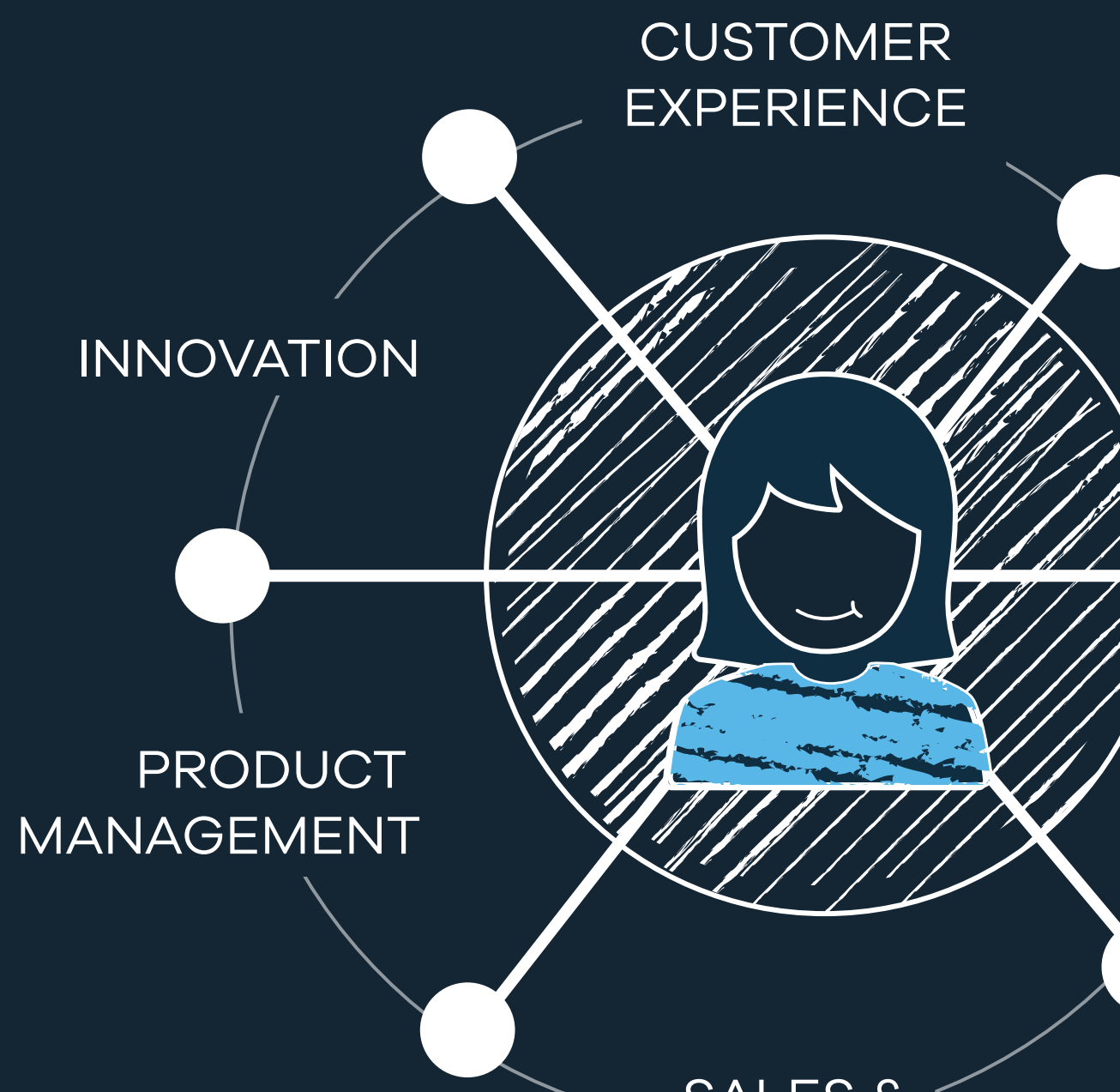


68% of companies identify agility as one of the most important activities [3]

Where do companies apply

AGILE?

Activities closest to the customer [4]



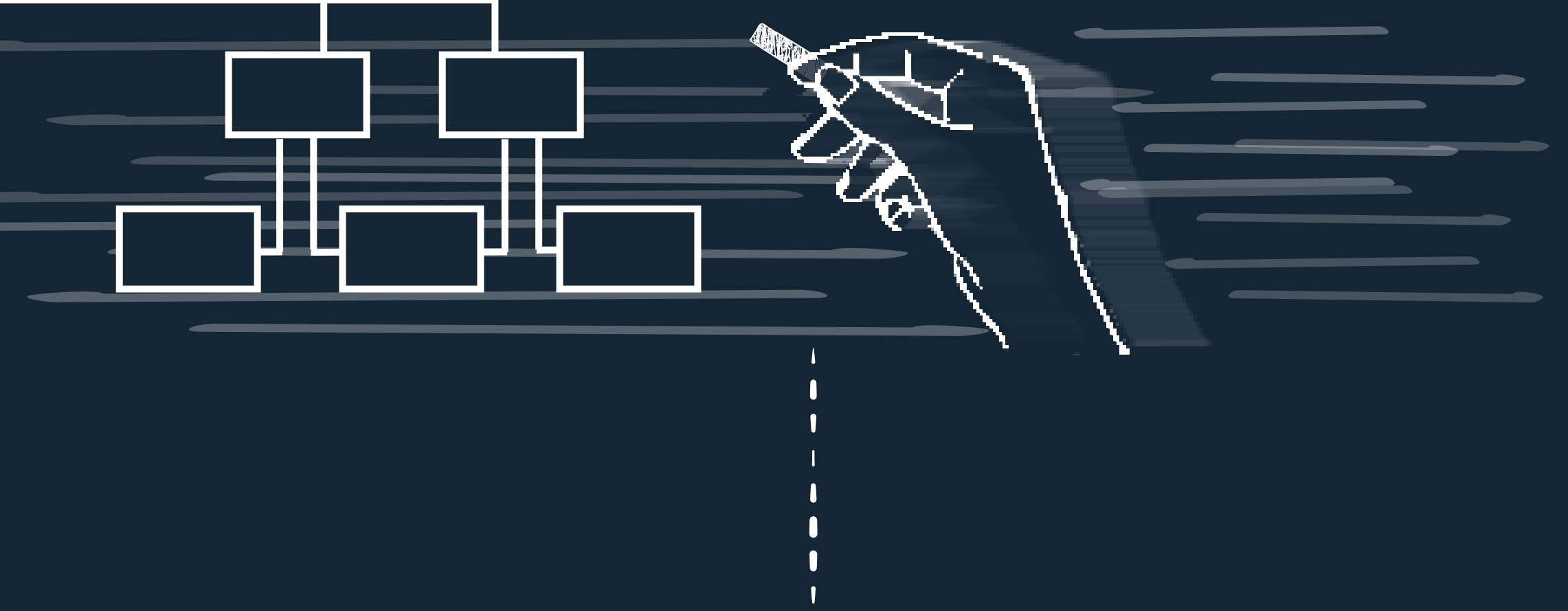
Introducing a

TESTING PROCESS

that can run more than

10x faster

than manual testing



CYARA | VELOCITY

DESIGN-DRIVEN ASSURANCE

Collaboration
and Automation

Acceleration
and Flawless CX

1. *Salesforce, State of the Connected Customer, 2016*
2. *Dimension Data, 2017 Global Customer Experience Benchmarking Report*
3. *Forbes, Agility is the Key to Accelerating Digital Transformation by Daniel Newman, Contributor*
4. *McKinsey Survey, How to Create an Agile Organization, October 2017*