



# **Top 6 Benefits of Improving Your CX Assurance**

## INTRODUCTION

More and more organisations are understanding the value of delivering a high-quality customer experience and investing in improving their CX assurance processes. Automating CX assurance efforts, like testing and monitoring, top the list of ways to improve their CX assurance efforts.



## HOW DO YOU KNOW IF YOUR CX IS PERFORMING?

CX leaders need ways to assure their CX that don't rely on customer feedback, because...

# 96%

of customers don't  
voice complaints

*(Ruby Newell-Legner)*

# HOW IS GOOD CX GOOD FOR BUSINESS?

Good CX is a key differentiator for organisations that want to retain and grow their customer base.

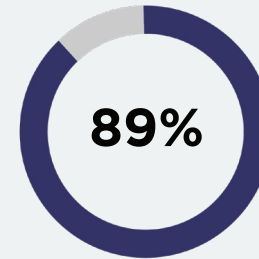
“ The folks who get CX right are going to win market share and if you aren't getting it right then the opposite is true too. ”

Scott Anderson  
SVP - Quality Assurance & Testing,  
Bank of America

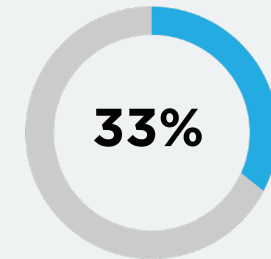


## GREAT CX DRIVES GROWTH

### Customers Retained

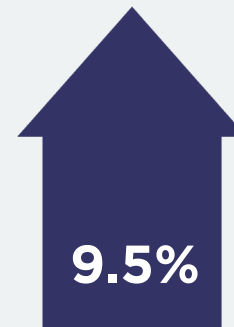


Strong CX Strategy

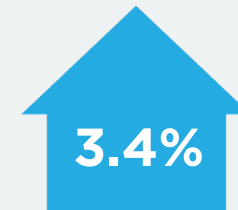


Weak CX Strategy

### Revenue Growth



Strong CX Strategy



Weak CX Strategy

*(Aberdeen Group)*



# WHAT IS CX ASSURANCE?

CX Assurance involves measuring and detecting CX flaws from a customer's perspective throughout the development process, from design through functional and regression testing, to performance testing, and on to monitoring. Done best, it should be in real-time, and automated to enable more testing and monitoring with greater precision.

## WHY ASSURE YOUR CX?

- Dramatically reduces the risk (and costs) of exposing customers to CX issues
- Increases the pace of customer experience innovation
- Maintains complete control of customer experience testing
- Monitors the ongoing health of the production customer experience

Every organisation has different priorities when it comes to their CX assurance initiatives — whether reducing costs, speeding up the development process, or improving quality.



**LEARN MORE**

**Watch this video to see how the Cyara CX Assurance Platform works.**



# THE TOP 6 BENEFITS OF AUTOMATING YOUR CX ASSURANCE ARE:

1

**Enable Agile/DevOps Transformation**

2

**Innovate CX Faster and More Frequently**

3

**Improve Productivity and Reduce Cost**

4

**Comply with Industry and Government Regulations**

5

**Assure Brand Reputation**

6

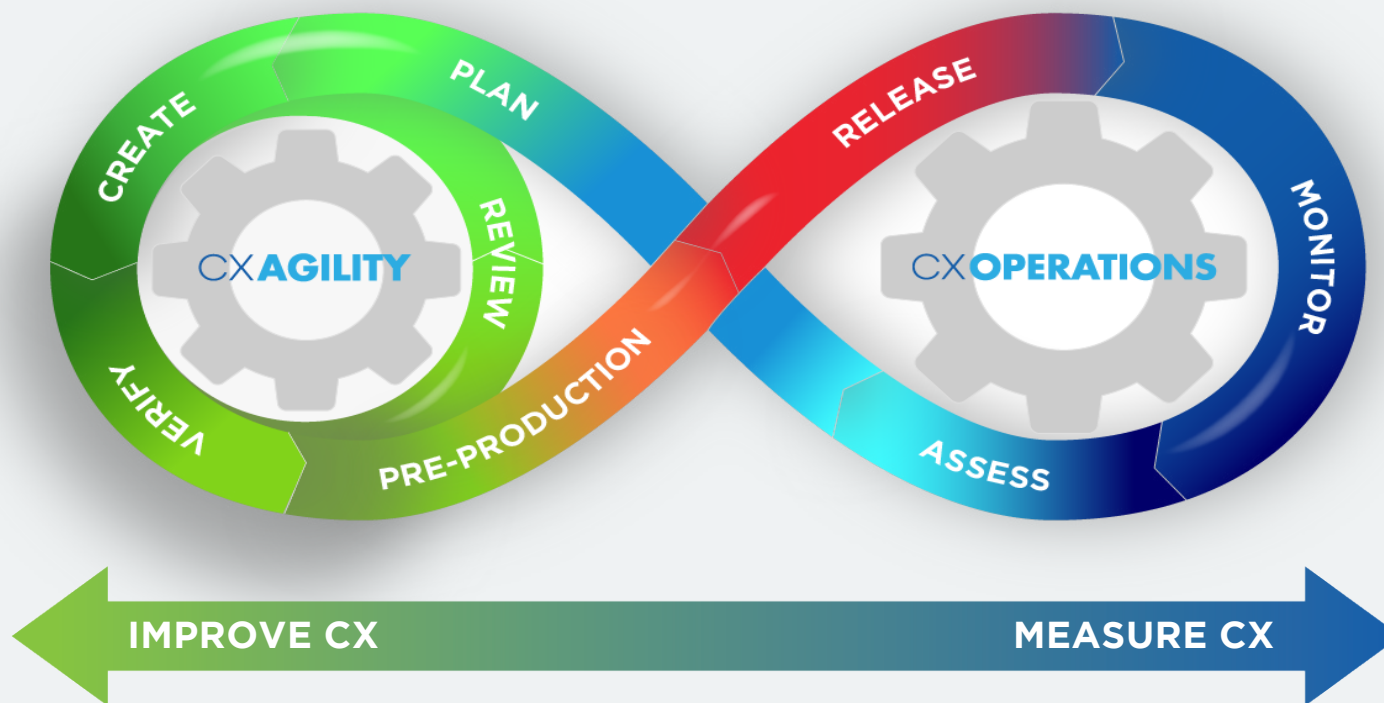
**Improve NPS and Revenue**

1

## ENABLE AGILE/DEVOPS TRANSFORMATION

In an effort to deliver a quality customer experience more quickly, many CX leaders are undergoing the transformation to an Agile/DevOps approach for their CX projects.

Automation is a key enabler to adopting Agile/DevOps methodologies. And, since testing is such a large portion of a CX development lifecycle, test automation, during development and in production, is a major initiative in any Agile/DevOps transformation.



**CX Excellence Requires Continuous Improvement**



## INNOVATE CX FASTER AND MORE FREQUENTLY

CX leaders often adopt Agile and DevOps to accelerate the pace of innovation. But, even in companies where Agile/DevOps transformations are not a focus, organisations can accelerate CX innovation by automating their CX Assurance efforts. Many CX leaders are staying competitive in today's customer-centric landscape by evolving quickly, responding to feedback immediately, and driving innovation for their customers.

### **Focussing on agility and efficiencies in CX delivery requires:**

- The ability to deploy changes, features, and fixes quickly
- The ability to fail fast, and to learn and implement, or move on
- The ability to recover quickly and minimise customer impact

**68% OF COMPANIES**  
identify agility as one of their  
most important initiatives (*Forbes*)



## IMPROVE PRODUCTIVITY AND REDUCE COST

Resources are constrained in every organisation. But by applying processes and automation, CX leaders are evolving their CX delivery through a factory-like approach and focussing on efficiencies that enable them to:

- Increase delivery throughput
- Reduce delivery lead time
- Reduce rework
- Free resources for more value-added work

Using automation, one Cyara financial services customer was able to save weeks on a major project:

**“ If we had done the tests manually, we were looking at between 12 and 14 weeks. We did it in 5 with Cyara. ”**

Senior Manager  
Telephony Automated Services Team,  
UK Financial Leader



**READ FULL CASE STUDY**





## COMPLY WITH INDUSTRY AND GOVERNMENT REGULATIONS

In certain industries, particularly government, health, and finance, there are government-mandated requirements for customer data, information, or even experience.

### **CX leaders in these industries:**

- Proactively know whether regulatory requirements are being met
- React quickly to regulatory change or missed requirements
- Avoid penalties or risks associated with non-compliance or slow reaction time
- Understand the value of automating CX assurance

## REGULATORY COMPLIANCE IS A COSTLY BUSINESS.

For financial services companies, the cost of missing or poor quality audio recordings can run to as much as 4% of annual revenue. In Europe, for example, penalties can reach 20 million euros. (*Corporate Compliance Insights*)



## ASSURE BRAND REPUTATION

Customers interact with organisations across many different channels, including voice, web, mobile, and so on. CX leaders know it is easier to ensure high quality and consistent brand experience on some channels than it is on others.

### **Organisations that prioritise CX are able to:**

- Deliver high-quality CX as designed across all channels (voice, web, mobile, inbound/outbound, etc.)
- Ensure brand consistency and quality

## 48% OF CUSTOMERS

begin purchasing from a competitor because of their reputation for great customer service.

(Zendesk)





## IMPROVE NPS & REVENUE

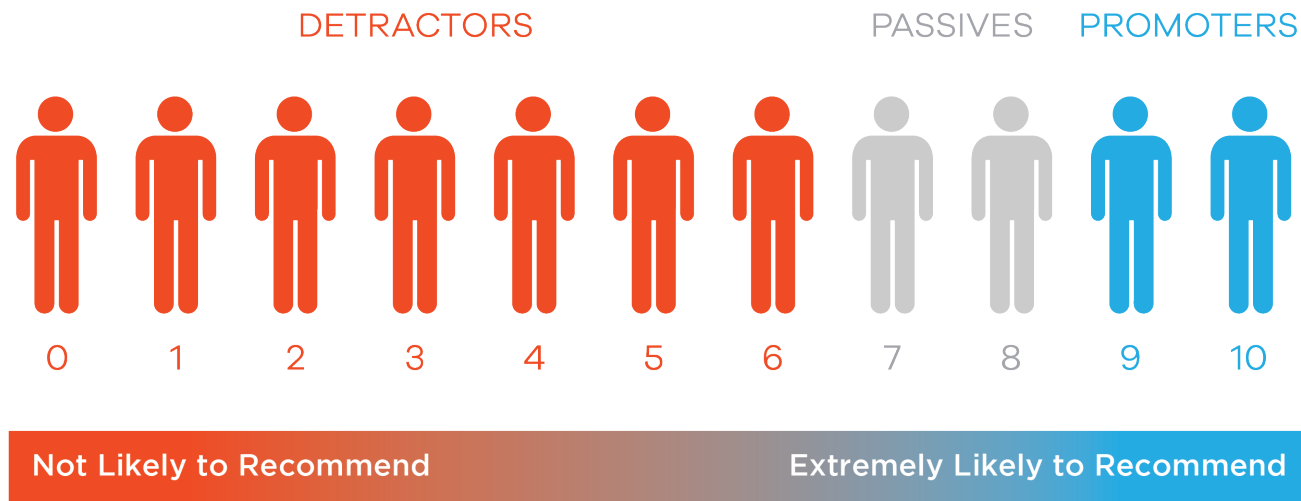
Having strong CX assurance capabilities is key to improving your CX, which in turn will improve your NPS.

By increasing the quality and scope of testing during development and monitoring in production, CX leaders are able to:

- Eliminate problems before customers experience them
- Reduce end customer pain
- Improve NPS

# There is a link between GOOD NPS AND REVENUE GROWTH:

The *Harvard Business Review* found that customers who had the best past experiences **spend 140% more** compared to those who had the poorest past experience.



$$\text{NPS} = \% \text{ OF PROMOTERS} - \% \text{ OF DETRACTORS}$$

# CYARA CX ASSURANCE PLATFORM

The **AWARD-WINNING** Cyara CX Assurance Platform helps companies **ACCELERATE CX DEVELOPMENT**, increase quality across all digital and voice channels, and assure customer journeys end-to-end.

Cyara **SIMULATES REAL-WORLD CUSTOMER INTERACTIONS**, and engages with your CX applications to ensure journeys happen exactly as you designed them. Users author test cases, and Cyara generates synthetic interactions based on the details in those test cases.

Cyara provides the most comprehensive CX assurance platform and supports the broadest range of interaction channels — **VOICE, WEB, CHAT, CHATBOT, EMAIL, AND SMS**. We also offer the broadest scope — from CX design, through functional and regression testing, to performance testing and production monitoring. And, we support journeys end-to-end, including self-service through to agent-assisted service, and even the agent desktop experience. Cyara is **EASY TO USE**, with an intuitive interface that makes it easy to build test cases without specialised coding skills, and a philosophy of maximising automation throughout the assurance process.

**Every day, the most recognisable  
brands in the world trust Cyara to  
DELIVER CUSTOMER SMILES AT SCALE.**



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