

CYARA

2017 FROST & SULLIVAN GLOBAL CUSTOMER EXPERIENCE TESTING PLATFORM VENDOR OF THE YEAR

Analyst Quote

“Operational issues caused by rapid change and a complex multi-vendor technology ecosystem often hinder organizations from delivering enhanced customer experience. Cyara pivoted its strategy to enable organizations to monitor, measure, and deliver a reliable experience throughout the customer’s journey across all interaction channels.

Offering an outside-in view of the client’s CX performance, Cyara’s CX Assurance Platform allows organizations to accelerate development and increase the quality of their omnichannel environment. The Cyara Mobile App has enabled key stakeholders to receive up-to-the-minute status reports on customer experience, make operational decisions, and delve into the source of an issue while on the move.

Cyara aggressively expanded its global reseller network beyond traditional contact center vendors. The vendor enjoyed great success globally, adding 49 new clients including a few federal government agencies in the US. The recipient’s growth in the US market and 70% year-on-year (YoY) increase in software as a service (SaaS) sales globally augur well for further market penetration.”

Krishna Baidya

Head – Customer Contact Research
Digital Transformation Practice
Frost & Sullivan Asia-Pacific

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