

## Achieve Speed with Quality in CX Innovation

With channels and customer journeys proliferating, it's hard to keep your CX ahead of customer demands. To accelerate the pace of innovation, and ensure quality, organizations are adopting DevOps and Agile development methodologies, and turning to automation.

Automation of functional and regression testing is a key component of accelerating CX development, and delivers both faster time to market and improved quality. However, for many organizations, it's hard to achieve the full benefits of automation due to disconnects between design and testing.

### Cyara Velocity Accelerates CX Innovation

Velocity accelerates CX by providing a collaborative environment that links the design of customer journeys through to the testing of these journeys to ensure they perform exactly as designed. Cyara captures your CX design in a common hub, enabling all participants to use those details throughout the development lifecycle. For example, you can automatically create test cases based on the initial CX design, and then automatically update them based on any design changes. You can design and test journeys in voice and digital interaction channels, and even ensure that data input in any channel, carries over to the agent.

Velocity is a core component of the Cyara CX Assurance Platform, which accelerates CX innovation and ensures the delivery of flawless customer experiences with capabilities for Design-Driven Assurance, Performance Testing, and Production Monitoring.



## Design-Driven Assurance



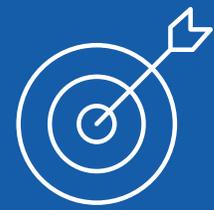
### Collaboration

Facilitate collaboration with a shared visual language for expressing customer journeys, ensuring accurate design is being realized correctly



### Acceleration

Enable Agile development by automating design, test case creation and maintenance, and test execution

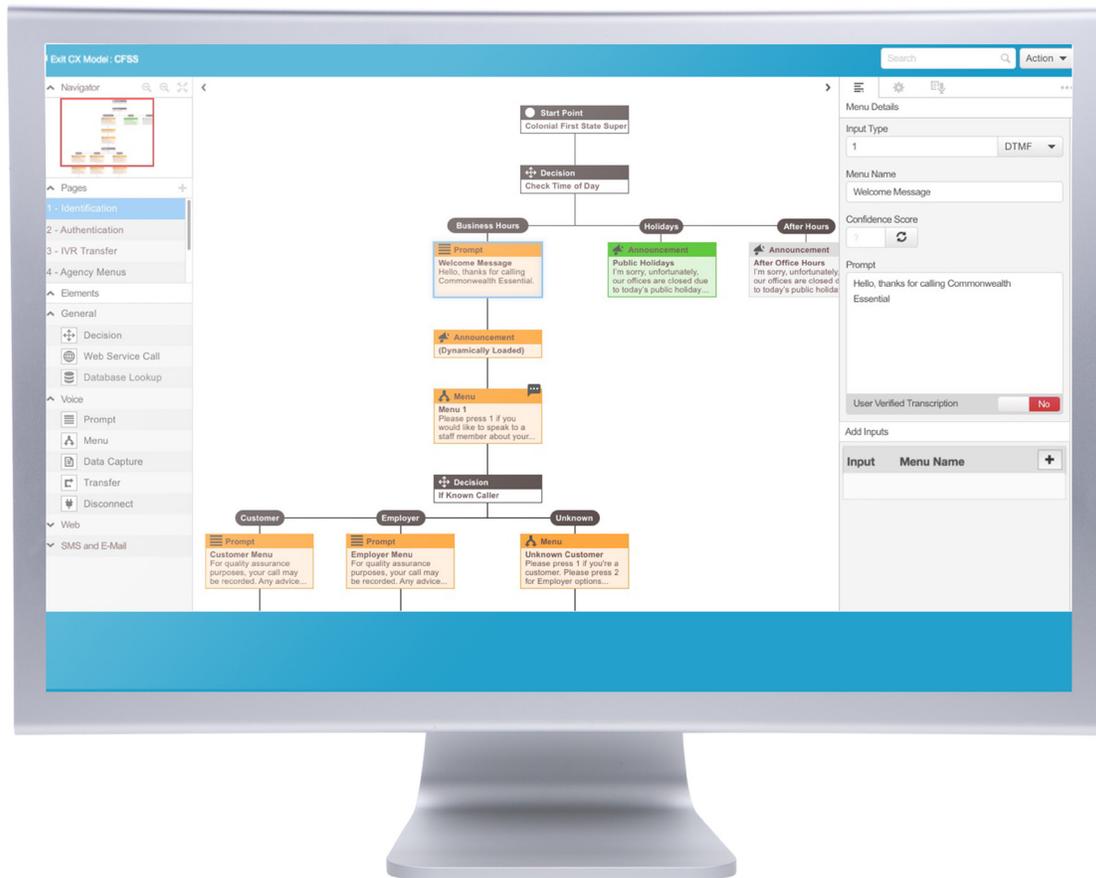


### Flawless CX

Increase test coverage through automation, and achieve your true goals

# Velocity Connects the CX Development Lifecycle

By aligning design and testing,  
Velocity helps organizations rapidly innovate their CX while assuring quality.



## Automated CX Discovery

Automatically discover and document your existing IVR CX in a visual hierarchical map

## CX Model Editing

Write CX models in common, intuitive visual language, or edit models that are discovered within Velocity, or imported from another design tool

## Create and Maintain Test Cases Automatically

Automatically generate test cases based on CX models, and link test cases to models so you can easily keep test cases up to date

## Integrated CX & AX Testing

Ensure data flows from self-service through to assisted-service touch point, and agent routing operates as designed, with single framework for test execution and reporting

## Omnichannel Test Scripting

Design and test customer journeys across digital and voice channels

## Automated Test Execution

Accelerate testing times by automating test execution



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