Contact Center Testing, Monitoring, and Simulation Powered by Cyara

Integrate Automated Testing to Know What’s Impacting Your Customer Experience

In today’s competitive world, you need to provide the best possible customer service to create a positive customer experience that supports your brand promise and optimizes your success.

Contact Center technologies and applications are many, complex, and constantly evolving. Multiple technologies, systems, and applications running on disparate platforms introduce numerous, potential points of failure which can negatively impact operations, customer service, and your bottom line. Delivering a great customer experience requires that you completely test and retest your entire platform. A proven, best practice is to test your contact center infrastructure, technologies, and applications integrated with your contact center, such as customer information systems or CRM, any time you introduce change into your environment.

Genesys has teamed with Cyara Solutions, a leader in contact center testing, to provide a range of proven and innovative testing, monitoring, and simulation tools to help you deploy and test complex contact center technology with minimal risk, faster time to market, and reduced cost. The end result is a proactive, cost-effective approach to ensuring a positive customer experience.

Cyara offers a suite of products for testing, monitoring, and simulating contact center infrastructure and applications including:

- Computer Telephony Integration (CTI)
- Interactive Voice Response (IVR)
- Call Recording
- ACD/PBX Systems
- Voice Biometrics
- Outbound/Voice Callback
- VoIP/SIP Deployments
- Voice Quality

Features and Functionality

Cyara’s testing platform provides solutions for the entire lifecycle of your contact center — from benchmarking, simulation, functional testing, application testing, load testing, business-as-usual testing, and disaster recovery to ongoing contact center monitoring. The fully automated simulation and testing platform helps automate and test your Genesys applications and other contact center technologies using real calls, without impacting any of your customers or agents.

The platform includes the following features and functionality:

- **Complete automated testing platform** — designed for a wide range of infrastructures and platforms, including: IVR (DTMF and Speech), call recording, CTI, SIP environments, PBX/Voice (IP and TDM), biometrics, inbound/outbound, voice quality, screen pops, and reporting, to name a few.
- **Simulate and test real-world traffic and scenarios** — generate real-world traffic coming into your contact center with unique treatments and call flows. Customize and automate agent activities and behavior profiles — run a what-if analysis to understand contact center performance in real time with minimal disruption to your live operations.
- **Identify issues, optimize operations, and deploy with minimal risk** — cradle-to-grave reporting capability leads to identification of issues that impact caller experiences. Drill-down reporting (real-time and historical) enables issue identification, thorough analysis and quick resolution.
- **Proven carrier-grade performance and reliability** — testing platform is carrier-grade and has become the industry benchmark for customer experience and contact center performance.
Cyara Solution Suite

- **Cyara Platform™** integrates test case management, reporting, and administration in a Web-based, graphical user interface.
- **Cyara Cruncher™** generates customer traffic for load tests by placing thousands of calls and automating load and stress testing.
- **Cyara Replay™** performs automated regression and application testing using speech recognition to intelligently traverse IVRs to ensure the applications are tested and that any recent modifications do not negatively impact other parts of the system or applications.
- **Cyara Pulse™** monitors customer experience by periodically placing calls into contact center production environments and alerting using SMS and e-mail. Calls traverse through your IVR remotely like an actual customer would and use speech recognition, DTMF, text-to-speech, and audio.
- **Cyara Outbound™** tests all modes of outbound dialers and voice callback solutions, emulating live customers, answering machines, fax machines, network messages, busy tones and signals, ring outs, and actual customer utterances, creating a call receptor environment and testing the call flow of outbound calls made to customers.
- **Cyara Contact Center™** simulates agent activity and CTI functions, replacing the need for real agents by automating agent CTI functions during testing. Test streep pop and changes to routing strategies to ensure calls and attached data are routed to targeted agents.
- **Cyara Voice Quality Testing™** measures bidirectional, end-to-end voice quality for contact center deployments using established baselines. Unidirectional voice quality testing is available using Cyara Cruncher™, Cyara Replay™, and CyaraPulse™.
- **Cyara HP Quality Center Adapter™** integrates the Cyara Platform with HP Quality Center to automatically upload test cases and test results.

About Genesys Professional Services

Genesys Professional Services helps customers and partners succeed through expert business consulting and industry experience, unsurpassed software solution planning and training, proven implementation strategies, and experienced project management. We offer a wide variety of packaged and custom-tailored development solutions to provide an implementation strategy that meets specific client requirements. [www.genesys.com](http://www.genesys.com)

About Cyara Solutions

Cyara Solutions is helping Fortune 500 companies around the world redefine their customer service through a better contact center experience. Cyara is a pioneer of next-generation premise and cloud-based solutions for testing, monitoring and simulating IVRs, Voice Biometrics, Outbound Dialers, Voice Callback and Contact Centers. Cyara performs automated load and functional testing and production monitoring of contact center infrastructure and application components, testing companies’ end-to-end contact center customer and agent experience in a repeatable, automated manner. Cyara ensures exemplary system operation emulating live calls without requiring or impeding live customers or agents.

For more information on Cyara Solutions please visit [www.cyarasolutions.com](http://www.cyarasolutions.com) and connect with Cyara on LinkedIn, Twitter and Facebook.