The Future and the Now of Improving Your Customer Experience With Automated Testing
Agenda

• Applying Automated Testing to Assure Your CX
• The Future of Testing Automation in CX
• Who is Cyara?
Why is Good Customer Experience (CX) Important?
Customer Experience Leaders Outperform the Market

Customer Experience Leaders 107.5%
S&P 500 Index 72.3%
Customer Experience Laggards 27.6%

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watermarkconsult.net/CX-ROI

Watermark defines Customer Experience Leaders and Laggards as the top ten and bottom ten rated public companies in Forrester Research’s 2007-2015 Customer Experience Index studies. Comparison is based on performance of equally-weighted, annually readjusted stock portfolios of Customer Experience Leaders and Laggards relative to the S&P 500 Index.
SURVEY SAYS: CUSTOMERS HIGHLY VALUE GREAT CUSTOMER EXPERIENCES

86% of buyers will pay more for a better customer experience.

By 2020, customer experience will overtake price and product as the key brand differentiator.

Source: superoffice.com
Automated Testing is the Key to Assuring CX
Manual Testing to Deliver a Great CX is Hard

Resource Intensive

Tedious

Erroneous
The Dilemma

Go slow.....

...or risk errors
Inadequate Testing is a Downward Spiral

Errors result in shortcuts resulting in more errors

• You don’t have sufficient time to test enough to ensure quality

• Resulting in.....
  → unplanned work to fix defects
  → causing even more delays
  → causing you to cut more corners
  → causing more defects
  → causing you to get more behind
The Benefits of Automated Testing – Scott Anderson, Bank of America
Applying Automated Testing to Assure Customer Experience
CX Test Automation Evolution

Early 2000s
- Single vendor hardware
- Manual Testing
- Single Channel
- Waterfall

Mid 2000s
- Best of breed software
- Multi-channel
- Direct Dialogue
- Waterfall – Outsource
- Manual Build
- Automated Execution

Today
- Design Driven Assurance – Shifting Left
- Integrated to CI/CD pipeline
- Automation – competitive necessity
- Omnichannel
- Automated Build

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Automation Maturity

Low

High

Competitive Necessity

Low

High

Strategic Focus

Complexity
How it works

1. QA Developer at a Cyara customer creates test script through easy to use UI on the Cyara Platform.

2. Cyara Platform generates "synthetic" traffic. Perfectly emulates real consumer’s phone calls, text messages, web chats, emails, etc. Automated testing in repetition and in volume.

3. Result?
   - Cyara "exercises", tests, and validates the Operational Customer Experience Layer.
   - Cyara identifies defects, flaws, errors in underlying infrastructure systems.
   - Faster development, less bugs in production, better customer experience.

Cyara SaaS Platform

Enterprise Data Center and Network
Shifting Left…
Collaborative Environment to Design a Better CX

- Capture CX design
- Common visual language
- Align design and testing
Automate and Accelerate Innovation

- Automatically create and maintain test cases
- Automate test execution
- Integrate with other Agile and DevOps automation
Customer Use Case: eBay

‘Shifting Left’

- eBay had 6000 product defects across the entire tech stack in all stages of test and production
  - At 30 minutes/defect for QA, this was 375 human days of effort
  - At 60 minutes/defect for a developer, this was 750 human days of effort
  - Significant velocity, scale, and impact benefits if that was cut that in half
- But there were issues that QA could not solve
  - Quality must get pushed upstream and ownership taken by ALL!
- Clearly, better quality had to be delivered into QA
Getting to Better Upstream Quality

- Test Pyramid
  - 70% of effort was in Unit Test
  - There were some challenges here
- eBay decided to ‘shift left’:
  - Definition Of Done
  - Unit Testing
  - Code Coverage
  - Automated testing run by developers
  - Use of QA tools in Dev testing
  - User stories as defect generators – treat as a quality issue to be tracked and measured
The future of CX, AI, and Assurance
Tomorrow: AI is the next CX frontier
CX Testing Autonomy Levels

Manual Testing | Scripted Testing | Exploratory Bots | Human-Directed | Generative | Fully Autonomous

LEVEL 0 | LEVEL 1 | LEVEL 2 | LEVEL 3 | LEVEL 4 | LEVEL 5

Hands On Eyes On | Hands On Eyes On | Hands Temp Off Eyes Temp Off | Hands Off Eyes Off | Hands Off Mind Off | Hands Off Driver Off

HUMAN | MACHINE

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Who is Cyara?
Cyara at a Glance

World’s #1 Omnichannel Customer Experience (CX) Assurance Platform

- CX Testing Automation
- Real-time CX ‘Outside-in’ monitoring
- Enabler of CI/CD for the CX domain

Founded – Melbourne, 2006
HQ – Silicon Valley
Easy to Use
Comprehensive CX Assurance Platform

Design-Driven Assurance

Performance Testing

Production Monitoring

Comprehensive: IVR Discovery | Agent Automation | Audio Generation | Reporting & Dashboards
Flexible: Mobile App | APIs | Adapters
Omnichannel: Voice | Web | SMS | Mobile | Chat | Email
Omnichannel Journey Testing

• Design journeys, and create and execute test cases across voice and digital channels

• Organize as single-channel campaigns or link test cases into cross-channel journeys*

*coming in 2018
Sample Customers

HITECH/HEALTHCARE
- Google
- Apple
- Tesla
- OPTUM
- medibank
- Cigna
- vodafone

TELCO/CABLE
- verizon
- at&t
- T
- SingTel
- Bell
- TELUS

FINANCIAL
- Bank of America
- CITI
- Commonwealth Bank
- JEA
- americanexpress
- VISA
- ANZ
- nab

UTILITY
- Duke Energy
- TXU Energy
- agl
- red energy
- Direct Energy
- origin

RETAIL
- Starbucks
- CHANEL
- ebay
- macys
- ticketmaster
- Nike

TRANSPORT
- FedEx
- ups
- Emirates
- Qantas
- Das Auto.

Government
- HM Revenue & Customs
- Belastingdienst
- Inland Revenue
- Department of Human Services
- U.S. Department of Veterans Affairs

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Takeaways

• CX has become mission critical for digital transformation
• CX Testing Automation has come a long way
  • Now supports full DevOps CI/CD pipeline
• Conversational AI is the future
  • Using AI to test AI with human governance
Customer Smiles. Delivered at Scale.