



# CYARA INTEGRATES WITH BLACKCHAIR FOR CUSTOMER EXPERIENCE TESTING

## Companies will demo testing dashboards and reporting at Genesys G-Force Customer Experience Conference in Miami

Cyara Solutions Corp. today announces that its unprecedented market expansion will take another leap forward - as it partners with blackchair Limited to test, measure and remedy customer experience issues before they impact customers.

Cyara provides a market-leading omnichannel discovery, testing and monitoring platform which helps enterprises accelerate their delivery of flawless customer experience at scale. Its partnership and integration with change management solutions company blackchair will deliver an unmatched front and back end delivery of customer experience technologies to enterprise companies.

Cyara uses its technology to continually monitor the customer experience. Any problems are immediately visible via blackchair's 'single pane of glass' view in the Spotlight dashboard. The combined insights driven by Cyara and blackchair gives stakeholders an unprecedented view into the health of the customer experience.

"Even the smallest of changes within a call center can take the operation down and until now, these have been undetectable from the perspective of the customer," said Bill Aston, General Manager and Vice President for Cyara. "For blackchair, Cyara serves as the virtual customer, allowing for convenient testing, automated delivery of performance dashboards and most importantly, the ability to take action on changes that impact performance. Partnerships have been key to the acceleration we've seen in customer adoption in 2016 - companies increasingly recognize the need to perpetually test the customer experience from the customer standpoint."

Cyara tests the customer experience for many of the largest and most complex contact centers around the globe for companies with the most recognizable brands in the world. Cyara does this by placing simulated phone calls, emails and chat interactions into a customer's environment. Agents are also simulated, adding to the breadth and depth of the testing process. By increasing the volume and/or complexity of these transactions, Cyara can test the performance of the customer's environment under load conditions and can monitor to identify other issues that could negatively impact the customer experience.

Cyara's platform supports global customers with combined revenues of approximately three trillion USD and is utilized by the world's most recognizable global brands. Cyara's Partner Program includes such leading technology companies as Avaya, Cisco, Genesys, IBM, HP and Nuance.

blackchair is the leading specialist in contact center configurations and change management focused on helping clients make their assets work harder and optimize their investments.

"Together, blackchair and Cyara will provide business benefit through an enhanced user experience and reporting metrics that provide real time transparency to what the customer is experiencing, not just what the delivering company thinks is happening," Jason Owen, blackchair CEO. "blackchair and Cyara share similar cultures and commitment to delivering excellence."

Cyara and blackchair will demo the integration of the two companies at Genesys' G-Force Customer Experience Conference in Miami from October 4-6, 2016. More information about the conference is available at <http://www.genesys.com/gforce/miami2016>.

### About Cyara

As the global, market-leading provider of an omnichannel customer experience testing and monitoring platform, Cyara was named a Gartner Cool Vendor in CRM Customer Service and Customer Support in 2015. Cyara accelerates the delivery of flawless customer experiences for voice and digital channels at scale while reducing the risk of customer-facing defects. Every day, millions of flawless customer interactions are delivered by some of the most recognizable brands in the world that use the Cyara Platform. For more information, please visit [www.cyara.com](http://www.cyara.com), or connect with Cyara on [LinkedIn](#), [Twitter](#) and [Facebook](#).

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