

No Busy Signals for 80,000 Home-Based Consultants at Fast-Growing, Direct Sales Company Thirty-One Gifts

Thirty-One Gifts Uses Cyara to Automate Load Testing of New, SIP-Based Contact Center Routing Platform; Testing Uncovers 50 Percent Port Capacity Constraint; Ensures Successful Platform Upgrade; Agents Answer

San Francisco, CA (January 26, 2012)

Cyara Solutions, a pioneer of next-generation premise and cloud solutions for simulating, testing and monitoring interactive voice response (IVRs) and contact center systems and applications, today announced that Thirty-One Gifts, an Ohio-based direct selling company which sells stylish and organizational products, implemented the Cyara Solution Suite ensuring the successful deployment and upgrade of their new SIP-based contact center routing platform.

Over

80,000 independent consultants call the contact center for service on web-based customer orders, resulting in tremendous end-of-the month and seasonal spikes in call volumes. Critical to the success of the business is making sure consultants reach representatives and do not receive busy signals when calling in for support. Due to tremendous company growth, IVR port capacity was increased and a new SIP-based contact center routing platform was deployed; Cyara was used to load test and validate the new platform infrastructure.

Making

sure calls were routed successfully and that we had no voice degradation was the point of the testing, says Chuck Sunker, Manager of Consultant Support Systems at Thirty-One. During the testing phase, the company discovered only half of their port capacity was operational due to a configuration issue between their switch and carrier.

Just three days after deployment,

Thirty-One exceeded the pre-test port capacity with end-of-the month calls, which would have resulted in consultants getting busy signals had they not identified and fixed the issue, says Sunker.

I would say without a doubt after the

first load test, when we found the 50 percent port capacity restraint, it was instantly justified to me that this is a great investment, says Sunker. We certainly found issues that we wouldn't have found without Cyara.

Cyara's automated load testing also enabled

Thirty-One to identify flaws in routing logic and make tweaks which improved their calls-per-second metric says Sunker. Cyara proved very intuitive, had an attractive price point and gave us the control we needed in running our own testing scenarios.

The

Cyara Solution Suite provides a complete suite of products for testing speech-enabled IVRs and contact center applications from initial deployment through subsequent modifications, fine-tuning ongoing operations in production to ensure exemplary system operation and customer experience.

Ensuring home-based sales consultants get the

phone support and care they need is critical to the success of a direct sales company like Thirty-One, says Alok Kulkarni, CEO, Cyara. We are extremely pleased Thirty-One Gifts chose Cyara and that our solution contributes to their ability to deliver excellent customer support to their hard-working consultants, says Kulkarni.

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 simulating, testing and monitoring 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 please www.cyarasolutions.com and connect with Cyara on LinkedIn, Twitter and Facebook.

About Thirty-One Gifts

Thirty-One is one of the fastest growing

direct-selling companies in the country and is the #1 direct-selling brand of exclusive, stylish and practical handbags, fashion accessories, totes, and organization solutions. Through the direct-sales Party Plan model, Thirty-One offers exclusive products for the home and a womans busy lifestyle all of which are available through a Thirty-One Independent Consultant in your area. Thirty-One corporate headquarters is located in Columbus, OH. For more information, visit www.thirtyonegifts.com.

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Contacts

Media
+1(415) 946-8861
[mailto: media@cyarasolutions.com](mailto:media@cyarasolutions.com)