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## **Cyara Customer Westpac to Discuss Customer-Centric Approach to Open Speech Recognition for Banking and Finance and Voice Biometrics**

***Cyara Sponsors Voice Solutions Showcase, SpeechTEK Europe 2011 May 25 – 26, in London***

**San Francisco, CA (May 19, 2011)** — [Cyara](#), a pioneer of next-generation solutions for simulating, testing and monitoring interactive voice response (IVRs) and contact center systems, today announced participation in [SpeechTEK Europe 2011](#), May 25-26 at the Copthorne Tara Hotel in London, England. Cyara will exhibit and host customer presentations on speech recognition and voice biometrics from [The Westpac Group](#), one of the leading financial institutions in Australia and the country's oldest banking institution.

Participation in [SpeechTEK Europe 2011](#) is a first for Cyara and is in step with the company's recent expansion into EMEA in support of a rapidly growing customer base in the region which includes Vodafone, Sky and Nationwide Building Society.

Cyara customer presentations at SpeechTEK will focus on how companies are using technology to push the boundaries of customer experience capability and transforming customer perceptions, with emphasis on how to improve user experience and drive business benefit simultaneously.

"Customer satisfaction is extremely strong, return on investment and documented business benefits are ahead of target, and I think the results being delivered here are at the forefront of performance globally," says [Sam Jackel](#), project director, contact center transformation with The Westpac Group. "I look forward to sharing impressive results and our somewhat unique approach that really does give business full control of the customer experience."

"We view Cyara as a key plank in our strategy around quality and efficiency," says Jackel, "and use Cyara for end-to-end regression, systems integration, functional, stress, performance and load testing and real-time monitoring of the customer experience in the production environment."

The Cyara Solution Suite, an automated, software based simulation, testing and monitoring platform, coupled with Cyara's comprehensive contact center transformation quality methodology, is transforming enterprises' contact centers with better customer experiences and dramatically reduced risk and project timelines.

"We are privileged to have Sam join us in London and share his experience and success at Westpac," says Alok Kulkarni, CEO, Cyara, "Common among our customer base is a reduction in risk and time to market and an improvement in customer experience when Cyara's next-generation platform and its proven business consulting methodology are used in conjunction with our clients' disruptive and transformational technology and process deployments," says Kulkarni.

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### **Editor's Notes**

#### **Media Contact – Cyara Solutions**

Ph: [+1\(415\) 946-8861](tel:+14159468861)

Fax: [+1 \(415\)-946-8801](tel:+14159468801)

[101 California Street, Suite 2450](mailto:media@cyarasolutions.com)

San Francisco, CA 94111, USA

[media@cyarasolutions.com](mailto:media@cyarasolutions.com)

#### **Media Contact – SpeechTEK Europe**

Press passes are now available to legitimate members of the press. Please contact [caroline@infotoday.com](mailto:caroline@infotoday.com) or complete the [online application form](#).

SpeechTEK Europe 2011

25 & 26 May

SpeechTEK University Workshops 24 May

Copthorne Tara Hotel, London

[www.speechtek.com/europe2011](http://www.speechtek.com/europe2011)

E [europe@speechtek.com](mailto:europe@speechtek.com)

T +44 (0)1865 327813

#### **About SpeechTEK**

Launched in the US in 1995, the SpeechTEK event series ([www.speechtek.com](http://www.speechtek.com)) is recognised worldwide as the industry's premier event focusing on products, services, applications, solutions, and innovations using speech technologies. The trade show and conference attracts a global network of speech technology providers and enterprise network customers who develop and implement speech solutions. The 2011 US SpeechTEK takes place on 8 – 10 August at the Hilton New York.

#### **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 visit [www.cyarasolutions.com](http://www.cyarasolutions.com) and connect with Cyara on [LinkedIn](#).

**The Westpac Group**

Westpac has a long and proud history as Australia's first and oldest bank. It was established in 1817 as the Bank of New South Wales. In 1982 it changed its name to Westpac Banking Corporation following the acquisition of the Commercial Bank of Australia. Westpac has branches and affiliates throughout Australia, New Zealand and the near Pacific region and maintains offices in key financial centers around the world including London, New York, Hong Kong, Singapore and Shanghai.