



## Helping a Leading Loyalty Solutions Provider With Functional & Retail Testing Services

### THE CUSTOMER

The customer is a leading customer experience, loyalty, and growth firm. Recognized by Forrester and Gartner as a market leader, the company is a global customer engagement agency that specializes in building brand loyalty for the world's most influential and valuable brands.

### THE CONTEXT

The customer wanted to ensure a flawless and bug-free experience for all the users that were part of their rewards program. The customer wanted to streamline the business flow to be able to surpass their users' requirements. While doing so, they were looking to avoid any unwanted expenditure caused due to bug leakages.

### THE OBJECTIVE

The customer's objectives were threefold. First, to ensure that their loyalty program provides a flawless and bug-free experience. Second, to corroborate that the business flow is smooth enough to fulfill a user's requirements. Third, the customer wanted to make certain that there were no performance issues during the festive season so as to avoid leading to a choked performance of the application.

### KEY HIGHLIGHTS



80% Reduction in UI/UX Manual Testing Efforts



60% Decrease in API Manual Testing Efforts



25% Increase in the Application Performance



40% Improvement in Response Time

## THE SOLUTION

The QA mavens at Grazitti helped the customer by -



Building functional test suites based on the requirements and categorizing them into 'Manual Tests' and 'Automated Tests'.



Performing thorough performance testing to reduce application bottlenecks during the festive season when there is an increase in user traffic.



Creating API test suites including all the test conditions with functional flows around endpoints.



Increasing test coverage (Positive & Negative tests) without spending additional costs, with the help of automated testing.



Optimizing costs using open-source testing software and performing automation testing with highly skilled resources.



Finding the RCA of the failed tests and making it available on an Azure pipeline during the automated test execution.



Reducing time for new implementations and upgrades using automation to increase the stability of products.



Tearing down scripts for lower environments to minimize load on the database and increase application performance.

## THE OUTCOME

The customer is now able to evaluate the coverage of scenarios, using a Traceability Matrix. They are also able to run all the suites on pipelines at a scheduled time, on a daily basis. They witnessed a massive improvement in the test case coverage and an accelerated bug diagnosis and defect reporting. The customer also saw a reduction in manual testing efforts and test execution time. Improvement in the response time of endpoints enabled them to boost the overall performance of the application. They were able to enhance the quality of the application and reduce the wait time for the developers on bug fixing. Overall, the customer was able to reduce risks, improve performance, and build scalable and reliable applications.

### REACH US AT

Website: [www.grazitti.com](http://www.grazitti.com)

Email: [info@grazitti.com](mailto:info@grazitti.com)

### CALL US AT

India: +91 991 459 3366

Singapore: +65 8621 4995

Australia: +61 451 827 272

USA: +1 650 585 6640

Canada: +1 650 585 6640

### SCAN CODE

