

New Automation Framework Dramatically Decreases Testing Cycle Times

Our client is a global provider of customer loyalty programs and represents some of the largest consumer brands in the world. Nothing is more valuable than customer retention, and building loyalty through robust and meaningful programs can make a huge difference for a company’s bottom line. Loyalty programs are simple in concept: Coupons, “buy-one-get-one” offers and double reward points, for example, are well-known among most consumers. However, integrating offers, rewards, and related fulfilment through websites and smartphone apps has become complicated and highly technical.

Large brands frequently create new offers, programs, and campaigns that require new functionality which must be tested quickly and expeditiously. All of the functionality is connected through a complex series of APIs that integrate the customer with the retailer and loyalty program provider. These connections must be regularly tested to ensure that the customer has an excellent experience and the program runs accurately, cost-effectively, and with low friction.



How Did It All Start

Our client initially turned to TVS Next to assist with its API testing and implementation. While representing some of the largest brands in the world, testing new releases to loyalty programs was sometimes taking up to 96 hours, an eternity in the tech world. TVS Next was charged with reducing overall cycle time for testing, which would enable faster releases of new offers and ultimately increase the number of offers and campaigns that their customers could release in any given quarter.

What Did We Do

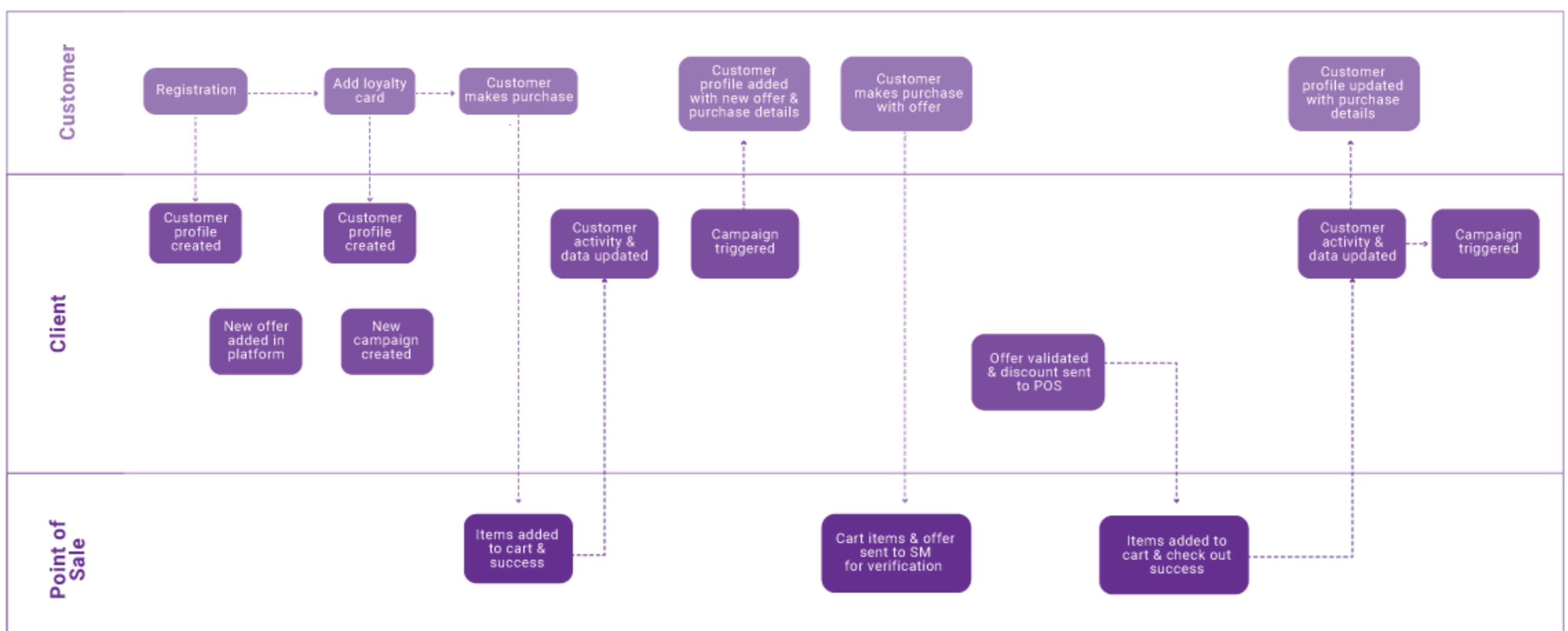
Testability by replacing UI element-dependent automation with the Page Object Model. This reduced rework and enabled test case creation for every new feature. TVS Next delivered speedy release cycles through Introducing CI/CD Pipeline for Automation Testing. The client had a very exhaustive and robust platform providing great value for its customers through their retainer and insights. However, the time to market was very steep for any feature enhancements or fixes. TVS Next methodically implemented the DevOps CI/CD process for the testing cycle, starting from creating a Jenkins pipeline to automate their entire testing solution.

As an outcome, two weeks of manual testing effort reduced the sequential execution of the automated test cases in just 10 hours.

Our TVS Next team improvised it to a parallel execution approach to speed up the process, which further reduced the turnaround time to four hours. After establishing speedy release cycles, expanding the business to different geographies became possible. Additionally, to enhance the customer experience, the client’s platform required a UI upgrade and significant enhancements. The enhancements impacted the entire testing automation. As soon the coverage gaps were bridged, TVS Next helped set up the “Testing Centre of Excellence.” We utilized the agile method to deliver the best results for our clients.

The team pro-actively modified UI-based testing on the Page Object Model framework, thereby making every feature upgradable to the UI without affecting release cycles.

User Journey



The Business Outcome

Overall cycle time of new releases was reduced from 96 to four hours. This dramatic reduction enabled the client’s customers to speed up releases of new offers, decrease implementation time, and increased their ability to deploy new loyalty campaigns.