

Applause empowers companies to deliver great digital experiences – from web and mobile, to wearables, IoT and beyond.

By combining in-the-wild testing services, test automation and quality tools, Applause helps the world's most recognized brands achieve the digital quality they need across every device, operating system, carrier, location and other criteria that their customers value. Thousands of companies – including Google, Fox, Amazon, Concur and Runkeeper – rely on Applause to ensure great digital experiences for their users. Learn more at [www.applause.com](http://www.applause.com) and follow @applause on Twitter.

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## In-Store Testing

In order to ensure that your apps are delivering omnichannel experiences that promote conversions in your retail locations, it's critical to extend your QA efforts beyond the lab and into the real-world conditions where your customers are relying on them.

With Applause, this process is simple:

1. Work with your Applause Project Manager to prioritize the key demographics and locations to include in your testing scope.
2. Establish an overview of everything the Applause test team should do at your retail locations. This could include having testers walk the aisles and pay with your app, order online with credit cards and pick up orders in your store, order online with gift cards and return orders in your store, or any other customer flow you could need to test.
3. Applause Project Manager assembles a custom team of testers and organizes their visits to your locations.
4. Testers perform outlined scenarios, report bugs, and submit reports detailing their experiences.
5. As results are reported, you are able to view them in real time and integrate them directly into your existing bug fix workflow.

By partnering with Applause for in-store testing, clients are able to:

**Test In Your Target Markets:** Whether it is testers visiting locations across an entire geographic region or just a handful of testers that live near a couple of key locations, Applause is able to tap into its community of over 250,000 professionals to deliver resources in locations that will provide the most insightful and actionable results.

**Validate Payment Processes:** Perform test case execution during the checkout process with real payment instruments like Android Pay, Apple Pay, or your own in-app payment option to validate that payment systems are working as designed and not holding up customers at the register.

**Test Loyalty And Rewards Programs:** Leverage real customers in the Applause community that have existing accounts with your brand to test the delivery and effectiveness of your rewards programs.

*"If we did not have Applause, I think we would be setting up QA sites in multiple regions of the world to try to do this more localized testing, which is very costly to the company."*

**GARY SOULE**

**Director of Engineering and Quality Assurance, Starbucks**

CUSTOMERS THAT PARTNER WITH APPLAUSE

