

COMPANY

Breezeworks

INDUSTRY

Business Software

TESTING TYPES

Functional

APP TYPES

Web | Mobile

CHALLENGES

Guaranteeing the mobile apps wide variety of functions work as designed across all devices and locations where clients would be relying on it

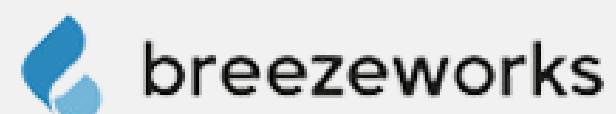
Ensuring Breezeworks app has the most user-friendly design that will drive repeat users and push free trials to paid customers

RESULTS

Hundreds of issues found over a six month period, including bugs that crashed the application and potentially impacted revenue

Ensured best quality versions of application got to market without any delays

With strong focus on app store reviews, unbiased and professional tester feedback proved invaluable

CASE STUDY**C****USTOMER**

Breezeworks, a San Francisco-based company, gives independent service professionals the ability to seamlessly manage remote teams, improve customer experience, and streamline payment processes without any overhead. The Breezeworks applications, available both on the web and on smartphones, support businesses on the go. The app makes it a breeze to schedule appointments, manage jobs, collect payments, eliminate no-shows, navigate traffic, capture repeat business, follow up with customers and connect with suppliers.

The breadth of Breezeworks' features and functions touch on every aspect of Field Service Management Operations. Rather than handling dated technology and paperwork, Breezeworks developed: intuitive and simple-to-use tools for job scheduling, team management via smartphone or web client, paperless invoicing, estimates, on-site payment processing, automated customer updates, follow-up, and native QuickBooks bookkeeping software integration.

With the time-savings and streamlined processes Breezeworks delivers to its customers, it's no surprise that Breezeworks is the leading all-in-one business management solution for independent services businesses.

CHALLENGES

Any mobile-driven service recognizes the challenge that exists to test and keep up with the ever-changing mobile marketplace. Android alone has over 24,000 different device and operating system combinations on the market today. While the sheer number of devices is great from a consumer's perspective, giving the customer the ability to pick a device that is tailored to their specifications has become a nightmare in the QA world. As a result, many

companies are finding it nearly impossible for their internal QA team to test applications across the tens of thousands of devices on the market, and Breezeworks' small QA team was no exception.

The ability to ensure applications work across all devices is especially critical to a company like Breezeworks. Their customers rely on Breezeworks applications to run their business. If the application is faulty, unreliable, or, even worse, loses data, that business could be severely impacted.

Further, Breezeworks relies on customer reviews to confirm their quality. This is highlighted front and center on the company website: 4.5 stars from Google play, 4.5 stars from Apple's apps store, 5 stars from QuickBooks, and 5 stars from Captterra. If the Breezeworks application cannot work well on all devices, their reviews will suffer.

Facing a growing user base and anticipating continued device fragmentation in the mobile marketplace, Breezeworks turned to Applause's army of 250,000+ professional testers. Applause's crowd sourced model could help ensure those reviews would continue to be great and their customers would continue to find the Breezeworks application reliable across any device.

SOLUTION

Applause's community of professional testers provides a unique advantage for customers like Breezeworks. The ability to test on any device, anywhere, at any time, offers Breezeworks the coverage and insight they need to make sure their application perform exceptionally across a broad range of circumstances. With fewer than 50 employees in the company, this kind of testing coverage would not have been possible otherwise.

Through the uTest community, Applause works as an extension of the Breezeworks team. A dedicated Project Manager is assigned to Breezeworks, working directly with the team to ensure the right bugs were being found, deadlines are being hit, and the quality of their customers' digital experience is increasing.

Matthew Cowan, CEO of Breezeworks, could not be happier he partnered with the global leader of in-the-wild digital testing. "Applause is such a key part of what we do, working with them is like having a direct extension of our internal test team." Cowan continues, "Because they test our apps in the real world with real users, they help us make sure our customers are satisfied, no matter where they are. Much like we help independent business owners feel confident with billing and scheduling, Applause makes us feel confident our digital experiences are of the highest quality for our users. We're thrilled to be extending our partnership with them, because it's Breezeworks users who will benefit."

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Matthew Cowan

CEO of Breezeworks





ABOUT APPLAUSE

Applause empowers companies of all sizes to deliver great digital experiences (DX) – across web, mobile and IoT as well as brick-and-mortar – spanning every customer touchpoint.

Applause delivers unmatched in-the-wild testing, user feedback and research solutions by utilizing its DX platform to manage communities around the world. This provides brands with the real-world insights they need to achieve omni-channel success across demographics, locations, devices and operating systems that match their user base.

Thousands of companies – including Google, FOX, Best Buy, BMW, PayPal and Runkeeper – rely on Applause to ensure great digital experiences for their customers. Learn more at www.applause.com.

RESULTS

Throughout 80 test cycles and counting, the Applause community identified hundreds of issues in the application, many of them of critical importance. In one instance, customers were unable to simply sign up for the service. Breezeworks business model gives customers a free trial for 14 days. After that, users can choose to pay for the service or have their access revoked. Having a bug that prevents users from joining Breezeworks would cost the company revenue. In another instance, customers were unable to jot down notes using the main web client. The notes feature is used to relay information on specific project features and specifications to other members of the organization, if this tool failed it could potentially impact the customers' success. Finally, another bug was found that caused the application to crash on mobile devices if a business added an employee to a project. It is critical bugs like these that will cause customers to look elsewhere for their Field Service Management solution.

“Working with Applause enabled us to get the best quality versions of our app to market faster than we otherwise would have,” added Cowan. “And the quicker we get new versions to market, the more independent businesses we can help succeed.”

Breezeworks will continue to leverage the Applause global community of professional software testers to help ensure high quality, reliable, digital experiences for Breezeworks users. The extended relationship ensures that Breezeworks users around the world will continue to have great experiences utilizing the technology to organize billing and scheduling, and maintain relationships with internal teams and customers, all without costly increases in overhead.

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