



– APPLAUSE CASE STUDY –

“ I’M EXTREMELY PROUD OF WHAT WE’VE ACHIEVED TOGETHER. FOUR OF BT’S BIGGEST PRODUCT LAUNCHES IN 2019 WERE SUPPORTED BY OUR AUTOMATION PROJECT WITH APPLAUSE.”

SANDEEP DEERHE, DELIVERY & ENABLEMENT, BT

CUSTOMER

As one of the world’s leading communications services companies with origins dating back to 1846, British Telecom (BT) operates in the United Kingdom and in 180 countries across the globe. BT provides a variety of product combinations to consumers and businesses, including fixed-line voice and broadband services, mobile services, pay-TV, cloud and IT services.

CHALLENGES

In today’s fast-paced environment, customers expect to see a wide range of products and promotions on BT.com. For the various customer segments, and with a large product portfolio, this creates a real challenge for BT in terms of quality assurance and digital testing. In order to ensure the successful deployment of product and pricing/promotion updates, BT needed to speed up processes, gain efficiencies and increase its test coverage.

In order to solve this challenge that included complex requirements, BT identified that it needed to complement manual regression testing with automation and fully commit to the quality assurance of its digital products. BT was therefore eager to find the right team with the right level of expertise to help.

COMPANY

BT

INDUSTRY

Telecommunications

TESTING TYPES

Test automation

APP TYPES

Mobile

CHALLENGES

- Determine what processes could be automated to reduce testing time
- Increase test coverage while keeping testing consistency
- Test numerous customer journeys from end to end while committing to a certain quality standard
- Cover BT’s challenging portfolio and various customer segments

RESULTS

- More than 102,000 automated tests run in less than six months
- More efficiency: BT team saves 26 hours per average test cycle for broadband and 21 hours per test cycle for mobile
- JSON Upstream work reduced from days to seconds

SOLUTION

While balancing the possibility of creating an internal automation team against the opportunity to outsource some of its testing processes, BT decided to collaborate with Applause. **This partnership allowed BT to diminish its testing time and costs while increasing its test coverage.** Applause's automation engineers were able to quickly understand BT's business, operation rhythm and their emphasis on customer centricity. This allowed them to help deliver a suite of data-driven automated tests and provide additional insights on BT's testing strategy.

With the scalability and adaptability offered by test automation, BT's QA & Digital teams were able to conduct fully data-driven automated scenarios. The Applause team was constantly in touch with them to ensure the best coverage and provide them with real-time visibility on the outcome of specific journeys.

With test runs housed on Applause's Automation Framework, BT's QA & Digital teams could quickly learn how to use the solution put in place independently and quickly. They were still able to conduct daily on-the-fly changes, through the test data management solution provided.

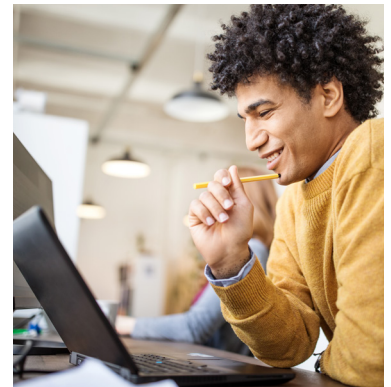
RESULTS

By collaborating with Applause's testing teams and automation specialists, proven methodologies and standards-based frameworks, BT's QA & Digital teams were able to speed up test cycles while avoiding common roadblocks and traditional overheads.

Through continuous exchanges of requirements and results between BT's QA & Digital teams and Applause's Automation Team, BT was able to achieve significant results. The testing time was drastically reduced thanks to automation processes. In the meantime, the test consistency increased, as failures identified came from continuously executed automated tests and coverage increased (in some cases achieving 100% regression).

In less than 6 months, BT successfully ran 102,000 automated tests, reducing its JSON Upstream work from 2 days to 12.5 seconds. As the first UK-based telecommunications provider to launch the new iPhone 11 range, BT was able to test its digital products end to end within 20 minutes instead of 9 hours.

Lastly, BT identified other benefits after implementing Applause's automated solutions, including more time and flexibility to review test strategy, an improvement of staff morale thanks to a better work-life balance, newly acquired skills in the BT teams as well as a better collaboration within the team and with external teams.



“ ONE OF THE BEST PARTS FOR ME IS WHEN WE PUSH SOMETHING LIVE. THE TEAM MEMBERS WHO WERE PREVIOUSLY INVOLVED WITH MANUAL TESTING GET REALLY EXCITED ABOUT HAVING THIS NEW FUNCTIONALITY, ABOUT THE WAY IT ENABLES THEM TO REFOCUS ON THE WORK THAT WE DO.”

LEE GOODWIN, LEAD TEST SPECIALIST,
BT