



– APPLAUSE CASE STUDY –

“ BY RECEIVING THE RESULTS OF NON-REGRESSION TESTING WITHIN A FEW HOURS, WE CAN SIGNIFICANTLY INCREASE THE SPEED AND PRODUCTIVITY OF OUR QA TEAM.”

ANNE-LAURE FOUCHÉ, DIGITAL MARKETING PROJECTS & UX LEADER, FLOA

CUSTOMER

As a leader in French web and mobile banking and payments solutions, FLOA makes consumers' lives easier through payment facilities, instant credit and bank cards.

FLOA also develops tailor-made services for their major (e-)retailer partners, such as Cdiscount, Oscaro, SFR and Videdressing; key players in the travel industry, like Selectour, MisterFly, Cdiscount Voyages and Pierre et Vacances; and fintechs, such as Bankin' and Lydia. Simplicity, easy partner integration and user friendliness make FLOA's products and services stand out.

CHALLENGES

FLOA places customer satisfaction at the center of its activities, making digitalization and optimization of the user experience the highest priority. At the start of the collaboration with Applause, the main objectives were:

- prioritize the identification and reduction of high-impact bugs;
- increase QA capacity and speed;
- ensure extensive device coverage;
- collect UX feedback from testers whose demographic profiles match those of FLOA's customers.

COMPANY

FLOA

INDUSTRY

Banking sector

TESTING TYPES

Manual functional | UX

APP TYPES

Web

CHALLENGES

- Identify high-impact bugs
- Increase QA capacity and speed
- Ensure extensive device coverage
- Collect UX feedback

RESULTS

- Non-regression cycles carried out in a few hours, on a weekly basis
- More than 300 bugs reported in 2020 (bug acceptance rate: 81%)
- Over 80 testers from 4 different countries participated in test cycles in 2020
- UX feedback provided by testers with varied and relevant profiles

SOLUTIONS

Determined to offer its customers the highest quality services without draining internal resources, FLOA's digital team has relied on Applause for manual functional testing and UX feedback since 2017.

To integrate within FLOA's Agile work pace, Applause carries out most of the manual functional testing cycles on a weekly basis, prior to production. The weekly testing cycles cover various journeys and features, such as the consumer credit subscription (revolving credit and credit repurchase) on the FLOA website. Thanks to the close collaboration and excellent communication between FLOA and its dedicated Applause team, the non-regression cycles can launch within just a few hours, providing actionable feedback throughout the day.

In addition to weekly non-regression testing, FLOA also relies on Applause to occasionally test other journeys, such as insurance and Cdiscount card subscriptions. In these instances, test cases are combined with exploratory cycles to identify edge cases and give FLOA a new perspective on the functionality of its digital products.

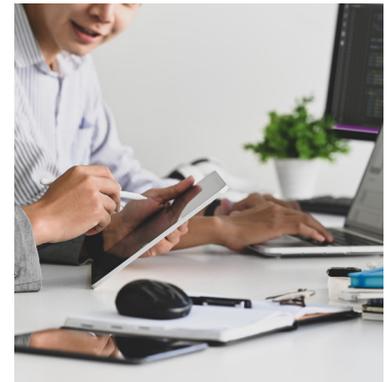
In addition to ensuring the seamless functionality of these different journeys, FLOA aims to gain a more holistic view and understanding of its digital products to generate a high level of customer satisfaction. Therefore, to understand how users perceive the various journeys, FLOA relies on Applause to gather UX feedback from various testers during functional test cycles. UX feedback covers not only key issues, such as how easy it is for users to find information, but also provides a general idea of the website's quality.

RESULTS

In a one-year period, as an example, Applause implemented 53 test cycles for FLOA. The sustained testing frequency, combined with the flexibility and speed of execution of the Applause team, gives FLOA a boost of confidence with each weekly release.

To ensure maximum efficiency, bugs are documented in detail and classified according to their severity. During the same year period, 20 percent of the bugs reported and approved were identified as having a potentially significant and direct impact on the customer experience. FLOA fixed these bugs before they affected users.

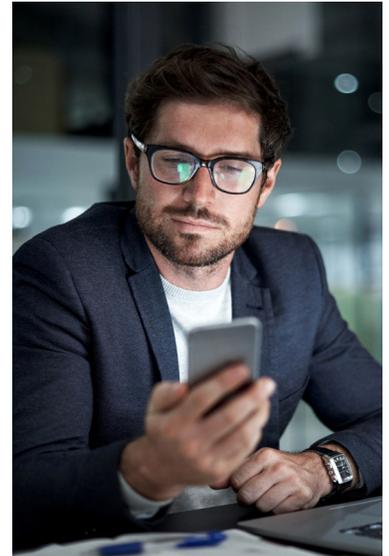
In addition, Applause ensures extensive coverage by testing on more than 80 unique environments on Android, iOS and web browsers. This environment coverage helps the FLOA teams ensure the quality of their products, regardless of the device used.



“ WE COMBINE TEST CASES, EXPLORATORY CYCLES AND UX FEEDBACK FOR SOME OF OUR PRODUCTS. THIS ALLOWS US TO GET AN OVERVIEW, BOTH IN TERMS OF FUNCTIONALITY AND CUSTOMER PERCEPTION.”

ANNE-LAURE FOUCHÉ,
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& UX LEADER, FLOA

Finally, the UX feedback from testers on the various products gives FLOA a better understanding of what customers like and dislike, and what features they would like to see in the future.



ABOUT APPLAUSE

Applause is a world leader in testing and digital quality. Brands win or lose customers through digital interactions, and Applause alone delivers authentic feedback on the quality of digital assets and experiences, provided by real users in real-world settings. Unlike traditional testing methods (including lab-based and offshoring), Applause responds with the speed, scale and flexibility that brands require and expect. Applause provides actionable testing results that help development teams build better digital experiences faster, and release them with confidence. The world's leading brands – including Google, American Express and Dow Jones – rely on Applause as a best practice and release partner to deliver digital experiences their customers love.

Learn more at: www.applause.com