

Paysafe

– APPLAUSE CASE STUDY –

“ TESTING OUR PRODUCTS FROM THE END USER PERSPECTIVE ON VARIOUS MARKETS ALLOWS US TO SHIP OUR PAYMENT SOLUTIONS FASTER AND WITH HIGH USER ACCEPTANCE.”

BERNHARD NIEBSCH, HEAD OF PRODUCT, PAYSAFE

CUSTOMER

Paysafe is a multi-national online payments company providing businesses and consumers with a portfolio of products, offering choice and freedom in the way they spend their money.

Paysafe's product, paysafecard®, allows customers in 46 countries to purchase 16-digit PIN codes with cash at various local points of sale and use those codes to pay small and medium amounts in online shops. Along with paysafecard®, Paysafe's most well-known consumer products are NETELLER® and Skrill®, apps which allow millions of consumers to make transactions at thousands of ecommerce stores throughout the world using digital wallets.

With paysafecash®, Paysafe has enabled millions of people who have no access to credit cards or online banking to begin their shopping experience online and complete payment with cash at a physical store.

CHALLENGE

Paysafe's core business purpose is to enable users to easily and safely transfer money and run payments around the world. Therefore, the company aims to deliver a flawless and functional experience for all users, across all geographies and on all possible devices.

COMPANY

Paysafe

INDUSTRY

Financial Services

TESTING TYPES

Functional | Usability | Payments

APP TYPES

Web | Mobile

CHALLENGES

- Bolstering the user experience and supporting top-notch performance of digital products
- Ramping up resources within specific geographies and towards specific account personas
- Improving the ability to test payment methods and banks in specific geographies
- Testing a diverse range of devices, operating systems and browsers

RESULTS

- Identified over 300 valid bugs during both functional and payment testing cycles
- Provided feedback on localization and UX-related aspects
- Received results from 386 different testers across 50 countries

With the release of its mobile apps on numerous markets, Paysafe realized that its main challenge was to thoroughly test its products against the wide range of different user preferences and existing user journeys. When launching campaigns such as “Refer a friend,” for example, Paysafe found that the customer experience was highly dependent on factors such as the location and device type. Moreover, the company became aware of frictions with certain third-party services and their interaction with the Paysafe products that needed to be tested more carefully.

SOLUTION

Paysafe leverages Applause as an extension to its internal QA team in order to deliver the experience customers demand and react to changes more quickly. The range of testing services offered on a regular basis for the company’s mobile apps Skrill®, my paysafecard® and paysafecash® span from functional (scripted & exploratory) and payment testing to usability testing.

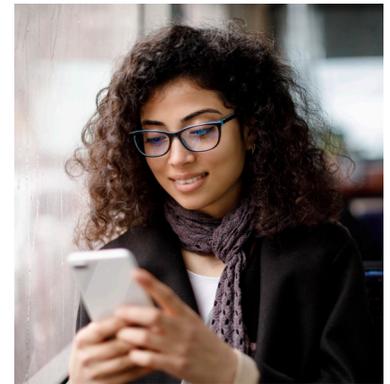
At the very beginning of the collaboration, test cases/scenarios were written based on Paysafe’s requirements and specifications. Once done, the project managers at Applause formed several tester groups from the Applause tester community in order to run test cycles. These testers used specific devices from defined locations to test the experience.

The journeys taken by testers spanned from registration processes (e.g. security verification or referral programs like “Refer a friend”) to the possibility to top up the Skrill® account in the local store. Each component of the Paysafe product was tested in production with real accounts. Testers transferred real money from their banks to accounts on other markets. During the test cycles, they double checked the functionality of core features and provided feedback on localization and UX-related matters.

Shortly after each test cycle, Applause reviewed the reported issues before sending them to Paysafe for approval. If needed, Applause was involved again to verify fixed defects.

RESULTS

Thanks to the versatility of its community, Applause has been able to provide the necessary coverage (devices, locations and user perspectives) to help Paysafe understand the customers’ preferences and journeys on specific markets.



“ WORKING WITH APPLAUSE ENABLES US TO TEST MULTIPLE PRODUCTS IN PARALLEL, USING DOZENS OF TESTERS ALL AROUND THE WORLD AND COLLABORATING WITH AN AGILE AND RESPONSIVE MANAGEMENT TEAM.”

BERNHARD NIEBSCH, HEAD OF
PRODUCT, PAYSAFE

Since the partnership between Paysafe and Applause has started, the Applause team has been able to provide a combination of detailed bug reporting and realistic user insights from 50 countries, with testers from 25 countries directly reporting bugs via the Applause platform.

For example, in a single 10-month period, Paysafe ran 31 functional test cycles resulting in over 300 valid bugs escalated to the Paysafe team. In total, 450 functional test scenarios have been run and 159 separate UX reviews conducted, covering 10 different products/features. The diversity of the testers has enabled a comprehensive coverage of 208 different devices including 47 desktop, 74 iOS and 87 Android devices.

As part of the testing approach, localization testing was used to identify poor translations on a number of international sections. During the course of testing, the community identified different functional issues (e.g. referral codes dropped during sign-up), usability issues (e.g. cumbersome display of previously deposited amounts during card pop-up) and payment issues (e.g. payments not going through).

Thanks to its innovative approach to testing and ability to put its customers' feedback at the heart of its product processes, Paysafe can effectively keep pace with high consumer expectations in a world of complex payment options.

*“HYBRID TESTING
ALLOWS US TO
HAVE A QUICK
TURNAROUND IN
TESTING RESULTS.
DETAILED BUG
REPORTING AND
USABILITY FEEDBACK
ARE SHARED IN A
SIMPLE REPORT AT
THE END OF EACH
TESTING CYCLE.”*

BERNHARD NIEBSCH, HEAD OF
PRODUCT, PAYSAFE

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