



– APPLAUSE CASE STUDY –

“ THANKS TO THE WELL-DOCUMENTED BUG REPORTS AND THE PERSONALIZED RECOMMENDATIONS, WE ARE ABLE TO TAKE CONCRETE ACTIONS TO MAKE OUR PLATFORM AS ACCESSIBLE AS POSSIBLE.”

CHRISTIAN LÖHRER, PRODUCT MANAGER DIGITAL CARE

CUSTOMER

Swisscom, Switzerland’s leading telecommunications company and one of its leading IT companies, is headquartered in Ittigen, close to the capital city of Berne. Outside Switzerland, Swisscom has a presence on the Italian market in the guise of Fastweb. In the first half of 2020, about 19,000 employees generated sales of CHF 5.443 million. It is 51% Confederation-owned and is one of Switzerland’s most sustainable and innovative companies.

Swisscom offers mobile telecommunications and fixed network services, along with Internet and digital TV solutions to business and residential customers. It is also one of the largest providers of IT services in Switzerland. The company develops and maintains the wireless and wireline network infrastructures, distributes broadcasting signals and is also active in the banking, energy, entertainment, advertising and healthcare sectors.

CHALLENGE

Swisscom makes no compromise when it comes to meeting customer needs. Aiming to provide every single client with the same level of high-quality service, the company is committed to making its My Swisscom customer care center more accessible.

On the My Swisscom platform, clients have access to a wide range of functionality. They can, among other things, access and modify

COMPANY

Swisscom

INDUSTRY

Telecommunications

TESTING TYPES

Accessibility

APP TYPES

Web, Mobile

CHALLENGES

- Offer the same level of high-quality services to all users, including those with disabilities
- Evaluate whether the My Swisscom customer care center was in conformance with WCAG 2.1 accessibility standards
- Get actionable feedback and recommendations on how to improve the level of accessibility

RESULTS

- One to two accessibility test cycles per month in average
- About 20 accessibility-related bugs identified and transferred through each cycle, with comprehensive documentation
- Specific and actionable recommendations as well as code fixes provided by Applause

their personal and billing details, request various services related to their Internet, digital TV, mobile or landline subscriptions, and chat with a Swisscom customer care agent.

In order to get a comprehensive understanding of the level of accessibility of its products and services, Swisscom engaged Applause.

SOLUTION

Through each accessibility test, Swisscom's dedicated Applause testing team evaluates whether various areas and features of the My Swisscom customer care center are in conformance with the WCAG 2.1 accessibility standards.

To ensure the most qualitative results, Applause carefully selects testers from its global community. They are specifically trained and skilled in accessibility testing, have access to different devices and assistive technologies (e.g. screen readers), and are supervised by Applause's accessibility experts. They test elements such as non-text content, the level of compatibility with assistive technologies, and the contrast ratio against WCAG 2.1 checkpoints to ensure that all features meet the A and AA conformance levels. Testers document bugs in a detailed and comprehensive way, and provide actionable recommendations to meet conformance compliance requirements.

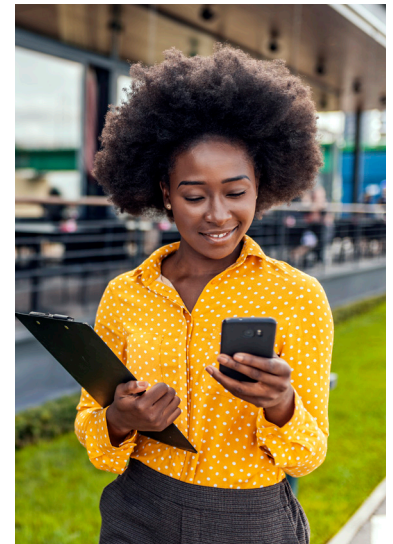
In addition to testing each feature of My Swisscom, Applause acts as a trusted partner, consulting with the Swisscom team for each accessibility issue identified. The Swisscom and Applause teams meet on a regular basis to discuss ongoing cycles, findings and directions to take.

"The personalized feedback and recommendations we receive help us to understand how we can easily make some of our features more accessible," explains Christian Löhner, Product Manager Digital Care.

RESULTS

Since the beginning of the collaboration in 2019, Applause has executed one-to-two accessibility test cycles per month on average, identifying and transferring about 20-to-25 accessibility-related bugs per cycle to Swisscom's JIRA system. The testers performed the cycles on mobile and desktop, using various screen readers such as VoiceOver with Safari on iOS, TalkBack with Chrome on Android, and JAWS with Firefox on desktop.

Throughout the test cycles, the Applause team found and helped to fix high-impact issues that would have prevented users from performing important actions had they not been found. Testers pointed out issues such as blocked radio buttons preventing users from indicating their preferred means of contact when using a screen reader, leaving them unable to be reached by a Swisscom customer care agent.



Going beyond simply finding and transferring bugs, Applause also provides Swisscom with code fixes and recommendations, enabling the teams to easily work on the issues that were found. “Applause really acts as a trusted partner, providing ongoing support to help us to build a more accessible customer care center,” says Christian Löhner.

Swisscom’s culture of innovation and customer centricity is reflected in its approach to QA and digital quality as the company strives to generate a high level of customer satisfaction for all users, including people with disabilities.

ABOUT APPLAUSE

Applause is the worldwide leader in crowd-sourced digital quality testing. Software is at the heart of how all brands engage users, and digital experiences must work flawlessly everywhere. With **highly vetted testers available on-demand around the globe**, Applause provides brands with a full suite of testing and feedback capabilities. This approach drastically improves testing coverage, eliminates the limitations of offshoring and traditional QA labs, and speeds time-to-market for websites, mobile apps, IoT, and in-store experiences.

Thousands of leading companies — including Ford, Fox, Google, and Dow Jones — rely on Applause as a best practice to deliver high-quality digital experiences that customers love.

Learn more at: www.applause.com