

# UNITED COLORS OF BENETTON.

– APPLAUSE CASE STUDY –

“ APPLAUSE HAS BEEN EXTREMELY IMPORTANT IN ENABLING OUR TEAM TO DELIVER DIGITAL PRODUCTS THAT ARE PERFECTLY FUNCTIONAL AND OPTIMIZED IN TERMS OF USER EXPERIENCE, SIMPLICITY AND CLARITY OF USE.”

PRODUCT MANAGEMENT TEAM, BENETTON GROUP

## CUSTOMER

As one of the most well-known fashion companies in the world, Benetton Group has distinguished itself for more than 50 years with its consolidated, dynamic identity comprised of bright colors and authentic high-quality fashion.

Being one of the pioneers of modern retail fashion with its inimitable commercials in the 1980s and its spacious, innovative shop designs, Benetton has always been driven by an innovative spirit.

To become a more flexible organization that takes change in its stride, especially within digital environments, Benetton Group switched to a new e-commerce platform in 2017. By launching the new platform in 26 countries across 3 continents, many different e-commerce systems could be integrated. Moreover, these new functionalities and features enable Benetton to better manage and automate transaction and checkout processes (e.g. transactions, payment methods, tax compliances and customer care services) across various markets.

The overall focus in product development was on making the purchase and checkout process of the Benetton online shop as smooth, intuitive and easy as possible – especially for users on mobile devices.

APPLAUSE<sup>o</sup>

### COMPANY

Benetton Group S.r.l.

### INDUSTRY

Retail

### TESTING TYPES

Functional | Exploratory

### APP TYPES

Web | Mobile

### CHALLENGES

- Understanding customer expectations on local features and ensuring translations of features and functions were correct
- Test coverage of the large number of variables between locations, connectivity and devices
- Understanding the end-to-end user experience so that the whole user journey works flawlessly

### RESULTS

- Better device & browser coverage by testing 215 unique test environments (device/ OS combinations)
- Localization efforts supported for 26 countries
- Decreased time-to-market for new releases and products

## CHALLENGE

Even before the launch of its new e-commerce platform, Benetton was looking for the best way to serve its more than 5000 stores in 26 markets equally well and deliver the same smooth digital experience to every user. One of the main challenges was ensuring the online shop worked on a large number of different devices (desktop, mobile phones, tablets) and browser combinations. Additionally, providing a multi-channel buyer journey in different markets required a special attention to the correct localization of market-specific preferences (e.g. content and linguistic matters) and specificities (e.g. payments, taxes, input of addresses).

The ultimate goal was to deliver a flawless digital experience for all customer-facing products or features throughout the whole buyer journey. Benetton wanted to know whether all the possible buyer journeys and scenarios (e.g. online purchases, product returns, customer service chats) worked as expected. In addition, Benetton wanted to accelerate its software development iterations and be able to release new features more easily and quickly while knowing about the sentiment on the digital product before release.

## SOLUTION

Working as an extension of the existing QA team, Applause started providing valuable support and feedback to Benetton in September 2017 by running manual and exploratory functional tests two to three times a week.

Continuous interaction and straightforward communication between the QA managers of Benetton and the Applause team enables Benetton to easily get started with new testing cycles.

After submitting the test requirements, scope and timeline, the Solutions Delivery Manager (SDM) of Applause transforms them into test deliverables. An instant messaging channel remains open in case the test execution requires further interaction between Applause and Benetton (or one of its suppliers).

Shortly after running the test cycle, Applause reviews the reported issues before sending them over to Benetton for approval. After approval, the qualified issues are exported into JIRA and resolution begins. If needed, Applause is involved again to verify the effective resolution of the fixed defects.



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PRODUCT MANAGEMENT TEAM,  
BENETTON GROUP

By exhausting the entire bandwidth of functional and exploratory testing, the following components of Benetton's digital properties are being tested:

- Overall purchase and product return flow: end-to-end testing – from online purchase to shipment process – by conducting user surveys on custom targeted questions (e.g. 'is the homepage layout functional' and 'are any buttons or functions missing?')
- Correct functioning of feature-specific items such as cookies and preferences
- Appropriate localization: translations and content for seven languages
- Country-specific features such as Multibanco payment method
- Correct input and transmission of delivery/postal addresses
- Check of the geolocation-based feature 'Product Locator Map' and the 'User Feedback Collection' with its rating scale and question form
- Quality and availability of the customer care phone: Calling and emailing customer care several times per day
- Benchmarking with competition and gathering market insights by conducting surveys on where US customers usually buy products

## RESULTS

Benetton measures whether its testing efforts with Applause are successful using indicators such as the increase of device coverage, the quality of the reported issues, and the acceleration of the overall speed of delivery and time-to-market.

To date, a team of 250 locally-based and native-speaking testers from 26 countries have provided valuable feedback on local preferences (e.g. payment methods) and suggestions to improve content and linguistics. Benetton now knows about the overall sentiment of their products before they are released. The high quality of the reported issues is also reflected in the rate of issues being approved by Benetton: over the course of 29 test cycles in the last year, Benetton approved more than 84% of the 1044 reported issues.

*“ BENETTON'S EXPECTATIONS WITH REGARD TO THE USER TESTING SERVICE OFFERED BY APPLAUSE WERE FULLY MET IN THE COURSE OF THE PROJECTS UNDERTAKEN TOGETHER.”*

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Being able to receive feedback on short notice and execute test cycles outside of working hours helps Benetton to significantly optimize its digital products and accelerate the development process while avoiding greater re-work costs.

Working with a large number of variables between locations, connectivity and devices, traditional testing approaches were unable to provide a complete picture of digital quality and product experience through the eyes of Benetton Group's users. By utilizing crowd testers with a wide range of devices and software combinations at their disposal, Benetton overcame these challenges and can cover more than 215 unique test environments (device/OS combinations).

As confirmed by the Product Managers of Benetton: "Benetton's expectations with regard to the user testing service offered by Applause were fully met in the course of the projects undertaken together. We have been able to respond fully to business needs so as to ensure an adequate presence of the digital products presented by the Benetton Group over the last 12 months."



## 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 **400,000+ 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 Google, Mastercard, Inditex and Unicredit — rely on Applause as a best practice to deliver high-quality digital experiences that customers love.

Learn more at: [www.applause.com](http://www.applause.com)