Intermarché

> " *THANKS TO APPLAUSE'S RAPID RESPONSIVENESS, WE CAN LIMIT THE NEGATIVE EFFECT OF BUGS THAT MAY OTHERWISE HAVE PERSISTED IN PRODUCTION FOR SEVERAL DAYS OR EVEN WEEKS."*

CHARLES-ERIC GONON, QA DIRECTOR OF STIME, IT DEPT. AT THE MOUSQUETAIRES GROUP, INTERMARCHÉ

CLIENT

Intermarché is the largest supermarket network in France. With a grocery store every 17km and 1865 stores in total, the chain is a staple of French culture, providing consumers with local shopping experiences at competitive prices. Despite its size, Intermarché is a family-run business that operates a farm-to-fork supply chain and distribution network that includes its own fishing boats and canneries, own-branded product ranges produced exclusively in France and direct relationships with local growers and farmers.

CHALLENGE

COVID-19 was a turning point in Intermarché's digital strategy. While the brand already had an e-commerce platform prior to the pandemic, online revenues grew by 80% in 2020 compared to 2019, which put a huge strain on the team. With a growing number of consumers using the platform, Intermarché needed to increase its testing capacity, particularly when it came to bug hunting and regression testing. This would add an extra layer of security while freeing up more time for the team to focus on strategic priorities.

Intermarché also wanted to strengthen its feedback loop to respond faster to issues reported by customers. As it stood, Intermarché took days

---

COMPANY
Intermarché

INDUSTRY
Retail

TESTING TYPES
Functional and payment testing

APP TYPES
Mobile | web

CHALLENGES
- Increase testing capacity, especially regression testing and bug hunting
- Quickly reproduce and resolve bugs reported by customers via online feedback form
- Ensure promotions display correctly and are successfully applied at checkout

RESULTS
- A sharp drop in customer care calls and noticeably improved customer satisfaction
- Increased customer conversions due to lower basket abandonment rates
- Greater team motivation now that testers have more time to focus on strategic priorities

APPLAUSE°

to reproduce and resolve bugs that customers reported via an online feedback form. The feedback was often vague and only accompanied by basic device information like screen size and OS version, which made it challenging for Intermarché to identify the root cause of reported issues.

Promotions were another priority. Offering competitive prices is a key part of Intermarché's brand, so ensuring promotions and online advertisements work seamlessly is crucial to its e-commerce strategy. However, given how frequently Intermarché updated offers on the website, staff did not have the resources to routinely check that online interactive brochures and promotions were displaying correctly.

In addition, Intermarché did not devote as much attention as it wanted to testing the end-to-end checkout process. Ensuring customers can pay with a wide range of payment methods and instruments is crucial for reducing cart abandonment and increasing conversion, yet the brand could only test payments in pre-production. As closely as Intermarché's pre-production environment may resemble the real thing, testing payments in the lab simply doesn't provide the same level of accuracy as testing them in the real world.

SOLUTION

In 2021, Intermarché decided to collaborate with Applause. While it already had robust internal QA processes, the team was attracted by the potential extra value Applause's uTest community — with its large fleet of device and OS combinations — could have for the company's e-commerce solution.

Applause testers work with Intermarché to quickly reproduce and resolve bugs reported by customers via Intermarché's online feedback form. When a customer reports an issue, multiple Applause testers try to reproduce it on different device/OS combinations and fill out detailed logs that give Intermarché a very accurate picture of the problem. Armed with tester logs and the ability to ask testers follow-up questions, Intermarché is able to quickly resolve bugs that may otherwise have remained in production for weeks.

In addition to bug hunting, Applause provides regression testing for Intermarché to ensure that the e-commerce platform's basic functions are still working properly after each new release. In doing so, Applause takes over a very repetitive task from Intermarché's internal team, which prefers to spend more time on issues of greater strategic importance.

Applause also allows Intermarché to test payment flows with real payment instruments and accounts. Applause testers evaluate the end-to-end payment flow, including creating customer accounts, adding items to the basket, applying promo codes, using loyalty cards and validating orders.

> " WITH APPLAUSE, WE CAN INSTANTLY INCREASE OUR PRODUCT QUALITY AND TESTING CAPACITY IN A WAY THAT IS QUITE IMPRESSIVE."
>
> **CHARLES-ERIC GONON,** QA DIRECTOR OF STIME, IT DEPT. AT THE MOUSQUETAIRES GROUP, INTERMARCHÉ

In order to ensure Intermarché is top of mind for consumers when it comes to shopping online affordably, Applause further helps Intermarché to test its online promotions. With new discounts added weekly, Applause testers check that the online interactive brochure loads properly, links direct customers to the right offer, promo codes and discounts can be applied successfully at checkout, and the final basket price accurately reflects promotions. With testers located around France, Applause can also ensure that localised promotions display correctly.

RESULTS

Since working with Applause, Intermarché has increased its test coverage to now run 16 test cycles per 6 months. This has dramatically improved product quality, as evidenced by a sharp drop in customer support calls and an increase in conversion rates over the past six months.

By taking over bug hunting and repetitive non-regression tests, Applause has also boosted morale and motivation among Intermarché's internal team by freeing up time for them to focus on high-priority product development projects. Intermarché's team was impressed with how quickly Applause was able to integrate into its processes. Knowing Applause was providing an extra layer of security to its existing regression testing and bug hunting efforts, Intermarché could almost immediately turn its attention to other priorities.

Intermarché's staff believe that even the slightest error on an e-commerce solution can lead customers to switch to a competitor. In their minds, quality is an ongoing process, not a state that is ever fully realised, and Applause's approach helps Intermarché to consolidate the vision of quality they are always trying to improve.

> " *WHAT INTERESTED US ABOUT APPLAUSE WAS HOW QUICKLY AND EASILY ITS QA SERVICES OFFERING COULD BE INTEGRATED INTO OUR PROCESSES.*"
>
> **RODOLPHE MARINIER,** DIGITAL TRANSITION MANAGER, INTERMARCHÉ

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