INTERNATIONAL QUICK-SERVICE RESTAURANT CHAIN

" *IF WE DID NOT HAVE APPLAUSE, I THINK WE WOULD BE SETTING UP QA SITES IN MULTIPLE REGIONS OF THE WORLD TO TRY TO DO THIS MORE LOCALIZED TESTING, WHICH IS VERY COSTLY TO THE COMPANY."*

GLOBAL QA MANAGER

CUSTOMER

When a quarter of your customers use your app in tens of thousands of locations around the world, it's critical that it not only works flawlessly, but is also easy to use. Any shortfalls with the app might lead to payment issues, lost revenue, long customer queues, additional stress on workers — and ultimately a less-than-optimal customer experience, reducing loyalty. This is why a leading international quick-service restaurant brand wanted to ensure its app worked as intended and made sense to all of its users.

As a quick-service brand, much of the organization's reputation for quality products and service resided in its ability to serve customers efficiently. The company wanted to test its app in real-world situations with a diverse group of testers using the app both inside and outside of its stores to check functionality of core features. The restaurant chain also wanted to conduct exploratory testing for edge cases and validate functionality of payment instruments.

CHALLENGE

With a clear priority to avoid any poor digital quality experiences in today's highly competitive digital landscape and awareness of the significant volume of customers using its app, the quick-service restaurant prioritized testing to identify and fix any issues blocking the completion of transactions. The ability to fulfill customers' orders was of highest importance.

COMPANY
Anonymized

INDUSTRY
Food services

TESTING TYPES
Functional | Security | Localization

APP TYPES
Mobile | Web | In-Store

CHALLENGES:
- Fix app bugs that prevent transaction completion
- Ensure that core app features work as intended and make sense to users
- Protect card and other personal information stored in the app

RESULTS
- Fixed a wide variety of app issues including: menu selection, payments, gift cards and more
- Fast global testing via Applause community vs. setting up its own global testing sites
- Verified that users' personal information was protected in the app
- Ensured WCAG 2.1 compliance

APPLAUSE°

The company wanted to ensure that core app functionality — such as being able to locate the nearest store and redeem rewards credit — worked as intended. Payment testing with real-world users for functional testing and exploratory testing around payment flows would be central to these testing efforts as well, as the chain wanted to ensure that personal and payment information was secure and that payment transactions functioned flawlessly. The chain also wanted to validate that various app features made sense, had a logical flow, and even inspired customers to want to use it more.

Finally, as the global restaurant brand has very high standards regarding accessibility for all of its customers and partners, it wanted to ensure that its app met WCAG 2.1 standards, including integrations with various third-party support software solutions.

SOLUTION

To meet all of the requirements to improve the app experience for users, the restaurant brand teamed with Applause. Applause sourced over 700 testers from 30+ countries from its 1.5 million-person-strong testing community which has access to a wide spectrum of device/OS combinations that would otherwise be difficult to source. This global coverage enabled the restaurant brand to quickly test in countries without the overhead involved in setting up its own regional testing sites. This in-country testing had the additional value of inherent localization testing baked into the process, as using the app in various countries enlisted the cultural norms and use patterns specific to customers there.

The testers uncovered payment flow issues and verified fixes on a weekly basis. They also tested the restaurant chain's mobile apps and website, executed high-volume regression and pre-regression test cases, and ran exploratory test cycles to expose often-missed edge cases.

As a result of Applause's flexible testing model, testers spent time on site, integrating the digital user experience with the in-store real-world experience. Applause also helped by leveraging its ethical security expertise to ensure that all customer personal information is protected.

Finally, Applause helped the restaurant brand gain a holistic view of its end-to-end customer experience, employing testing across the following testing areas: manual functional, user experience, customer journey, payment, accessibility, voice, and AI testing data.

RESULTS

With the help of Applause testers, the global quick-service restaurant chain was able to find and fix a wide variety of issues, addressing them before they landed in the hands of frustrated customers. For example, Applause accessibility testers found high-impact bugs which would have prevented people who use screen readers from completing purchases. In addition, testers were able to test the app and website to ensure both met accessibility standards.

Testers uncovered other bugs including: inability to send a gift card via the app, inability to add PayPal to an account, errors using Apple Pay, issues with the pickup option, delays in menu scrolling, crashes for certain menu selections and the inability to change the size ordered for certain products.

Through all of this, Applause was able to ensure that users' personal information was protected and that all users could access the brand's digital properties. The relationship with Applause has helped customers enjoy all of the services and benefits the chain can provide, and uphold the restaurant's global reputation as a trustworthy brand.

ABOUT APPLAUSE

Applause is the world leader in testing and digital quality. Brands today win or lose customers through digital interactions, and Applause alone can deliver authentic feedback on the quality of digital assets and experiences, provided by real users in real-world settings. Our disruptive approach harnesses the power of the Applause platform and leverages a vetted community of more than one million digital experts worldwide. Unlike traditional testing methods (including lab-based and offshoring), we respond with the speed, scale and flexibility that digital-focused brands require and expect. Applause provides insightful, actionable testing results that can directly inform go/no go release decisions, helping development teams build better and faster, and release with confidence. Thousands of digital-first brands – including Ford, Google, Western Union and Dow Jones – rely on Applause as a best practice to deliver the digital experiences their customers love.

Learn more at: www.applause.com