COMPANY

Syús

INDUSTRY

Healthcare

TESTING TYPES

Functional

APP TYPES

Desktop | Website

CHALLENGES

Small QA team led to inconsistent results and slow response time

QA testing that could scale appropriately with growth

Needed thorough testing without the cost of a full QA team

RESULTS

Dramatic decrease in cycle time to get out customer deliverables

Added layer of confidence in quality of digital solutions

Reduction in bad data reaching customers, more consistency in data health, and an increase in their customers' operational efficiencies

CASE STUDY

syús

CUSTOMER

The mission at Syús is simple: Deliver powerful, easy-to-use, data-powered tools to improve the performance of surgical services. Syús believes the widespread adoption of electronic health record systems has been both a blessing and a curse. While hospitals now have vast amounts of data about all their surgical encounters, they often lack the tools to turn this data into actionable, easy-to-understand information. Existing tools are designed for IT professionals in multiple industries, are unnecessarily expensive and require teams and years to implement.

Syús believes it doesn't have to be that complicated. With their solutions, an Operating Room Director will have a significantly clearer picture of what their raw data represents. No longer will the Director have to spend hours analyzing countless excel spreadsheets detailing overtime expenses, turn over times, or anesthesia subsidies. Syús takes the surgical case data that is already being collected and transforms it into actionable visualizations, leaving more time to implement these improvements throughout the hospital.

CHALLENGES

As a start-up, most of Syús's employees wear multiple hats. While they do not have a dedicated QA department, there is a small internal team that tests for data validation, accuracy, and performance testing. However, every member of this small team has other responsibilities which means their method to QA takes time and dollars away from product development, while yielding inconsistent results and slow response times.

In technology services, specifically healthcare services, inconsistent results and slow response times are unacceptable. Not only does this frustrate customers, it has the potential to put real human lives at risk. Syús needed to find a way to quickly identify bugs, improve data inconsistencies, and increase response

times to customer complaints. Additionally, they wanted to ensure their product was intuitive and easy to use.

To scale the business properly there were only two options: hire a dedicated QA team, or seek out 3rd party help, and quite frankly, the former was not an option. Hiring a full team proved to be expensive, time consuming, and unnecessary.

Syús's expectations were clear: They required an immediate QA solution that could provide resources for both repetitive and analytic tasks. They also needed a team that could be scalable to meet their growth, as it occurred. After an extensive search Applause appeared to be the perfect fit.

Solution

Syús leverages Applause's community of over 250,000 testers to reproduce customer-reported bugs and ensure the data that they give back to their customers is formatted correctly, clean, and error free.

Applause program managers and testers work closely with the internal team at Syús to review data regarding doctor calendars, equipment availability and operating room schedules from disparate and sometimes proprietary systems to ensure the data accurately matches and synchronizes with the information underpinning the Syús scheduling and analytics platform.   Syús solutions are transformative for surgical teams, executives and hospital staff with the power to improve the availability and quality of patient care. Solution quality assurance (QA) is a fundamental imperative and Applause is at the center of Syús' QA process.

Additionally, simply having a QA solution is a benefit in its own right, Laura Reynolds, VP of Operations for Syús explains "A goal we always strive towards is a product which is easy to use and intuitive for any user, so we like to think Applause can help us when training anyone in our system." Laura continues, "It is great to tell your customers that we have reliable QA standards and a reliable QA partner."

Results

"While we don't formally track QA metrics, we can say anecdotally that, since using Applause, our cycle time to get out customer deliverables has certainly decreased." Further, Syús has seen a reduction in bad data reaching their customers, more consistency in data health, and an increase in their customers' operational efficiencies. Laura explains, "Working with Applause helps us deliver the highest quality versions of our solutions to surgical teams around the country. The better our solutions, the better the results for patients. That's what Applause helps Syús do."

"WORKING WITH APPLAUSE HELPS US DELIVER THE HIGHEST QUALITY VERSIONS OF OUR SOLUTIONS TO SURGICAL TEAMS AROUND THE COUNTY. THE BETTER OUR SOLUTIONS, THE BETTER THE RESULTS FOR PATIENTS"

Laura Reynolds
VP of Operations
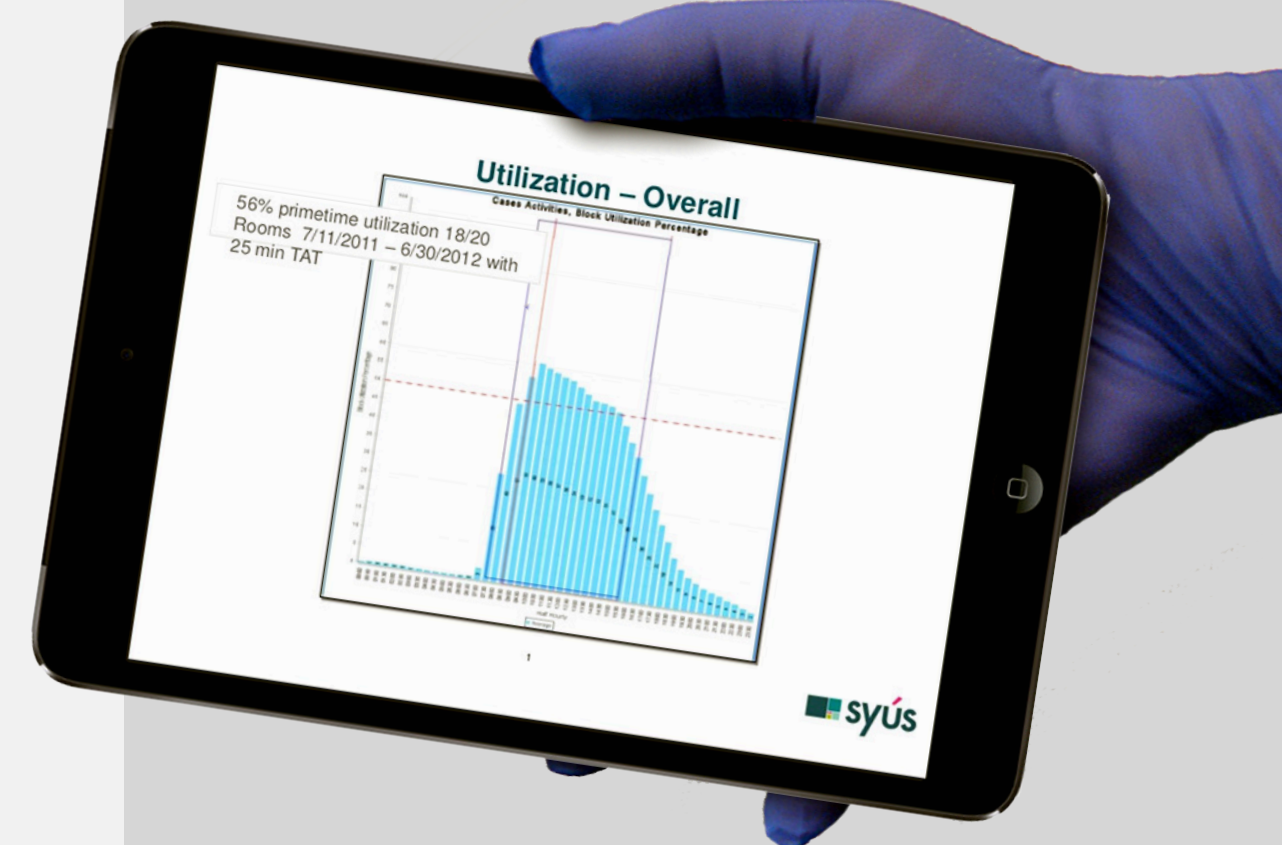
> "APPLAUSE IS A KEY PART OF WHAT WE DO, WORKING WITH THEM IS LIKE HAVING A DIRECT EXTENSION OF OUR INTERNAL TEST TEAM"
>
> **Kevin O'Hara**
> CEO of Syus

ABOUT APPLAUSE

Applause empowers companies of all sizes to deliver great digital experiences (DX) – across web, mobile and IoT as well as brick-and- mortar – spanning every customer touchpoint.

Applause delivers unmatched in-the-wild testing, user feedback and research solutions by utilizing its DX platform to manage communities around the world. This provides brands with the real-world insights they need to achieve omni-channel success across demographics, locations, devices and operating systems that match their user base.

Thousands of companies – including Google, FOX, Best Buy, BMW, PayPal and Runkeeper – rely on Applause to ensure great digital experiences for their customers. Learn more at www.applause.com.

Syús and Applause truly view each other as partners. Syús is able to leverage experts in data, digital technology, healthcare system processes and surgical environments from within Applause's global community. They are succeeding, in part, because they are listening to their own medical professionals through the Applause uTest community. –––

"Applause is a key part of what we do, working with them is like having a direct extension of our internal test team," said Kevin O'Hara, CEO of Syús. "Because they understand the real world and conditions where our customers work, they comprehend the context and critical nature of the decisions our customers make using our solution every day. Applause testing adds a layer of confidence to our ability to deliver high quality actionable digital solutions. We're pleased to extend our partnership with them, because it's ultimately operating room teams and patients who benefit from our highly accurate and reliable offerings."

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