APPLAUSE | **a** amdocs

> " *WITH OUR PARTNERSHIP WITH APPLAUSE, WE TAKE CUSTOMER-CENTRIC TESTING TO THE NEXT LEVEL, DELIVERING THE BEST POSSIBLE EXPERIENCE TO OUR END CUSTOMERS, WHILE ALSO TRANSLATING THE VALUE PROVIDED BY ELIMINATING DEFECTS INTO DIRECT REVENUE IMPACT FOR OUR CLIENTS.*"

DROR AVRILINGI, HEAD OF QUALITY ENGINEERING INTERNATIONAL, AMDOCS

PARTNER

Amdocs is a leading provider of software to the communications and media industry. The company's innovative, award-winning technology has been recognized by high-profile analyst firms, such as Forrester and Gartner, for bringing next-generation experiences to billions of users worldwide.

Amdocs Quality Engineering (AQE) is the company's service-led business unit responsible for enabling customers to create the highest-quality digital experiences. The unit has over 50 registered testing patents, more than 80 testing engagements and operates offshore and onshore test centers across the globe. For five years running, it has ranked #1 in NelsonHall's list of top quality engineering providers to the telecom, media and entertainment industry.

AMBITION

Technology companies are increasingly recognizing customer experience (CX) as the starting point for digital disruption. To place greater focus on CX, Amdocs sought a viable way to test customer products with real users on a global scale. Previously, as was common practice, the company had only run QA tests in a lab environment.

COMPANY
Amdocs

INDUSTRY
Communications & media

CLIENT PROJECTS
SIM card, set-top box and native app testing

PARTNERSHIP VALUE PROPOSITION

- Increase testing velocity with scalable tester teams available worldwide 24/7
- Gain exploratory testing capabilities and test scenarios not achievable in a lab
- Ensure consistent product quality across countries through robust localization

PARTNERSHIP IMPACT

- Identified critical bugs that saved one customer $11 million over a two-week period
- Uncovered major blind spots, including that 30% of one customer's subscribers did not own a credit card
- Aided customer expansion into new countries and markets, such as native apps and the mobility sector

APPLAUSE

While lab tests can identify bugs, they reveal little about how customers experience a product and even less about how these experiences vary between different countries. As a result, companies often launch products that are neither optimized for the environments used by their customers, nor for the scenarios in which they're used.

Amdocs needed a global approach to testing that would bring in real user perspectives without introducing risk. Like many QA teams, it faced an infamous Catch-22: see how a product behaves in production, without it actually going into production. While some QA departments address the issue by running pilot deployments with a handful of real customers, this risks a company's reputation if the product or service is poorly received.

COLLABORATION

Since forming their partnership in 2018, Amdocs and Applause have provided the industry's most comprehensive customer experience-centric QA service, combining Amdocs' in-depth industry understanding with Applause's expertise in crowdtesting.

Customers working with Applause and Amdocs can now have their products tested in real user environments across the globe without involving a single end customer. When a client develops a pilot, Amdocs turns to Applause's uTest community — the largest community of digital experts in the world — to test it across diverse devices, operating systems, locations and use cases.

One of Applause and Amdocs' most in-demand services is native app testing. Increasing numbers of customers utilize direct-to-consumer channels to serve as their main means of communicating with subscribers. The service ensures that critical yet common bugs associated with these channels — like page rendering problems, poor server connections and slow loading times — are resolved before they make it to production.

IMPACT

The partnership with Applause provided Amdocs with the means to more accurately quantify the value of testing and communicate its value to the customer in terms of money saved. For example, during one large digital quality project with a major media & entertainment player, the companies supported the launch of a new set top box in all 50 U.S. states. When testers tried to rent a movie on the prototype box, 30% reported that the system wouldn't let them complete the purchase. Given that each movie costs about $4 to rent, when extrapolated to one million subscribers, this bug alone would have cost customers $11 million over a two-week period.
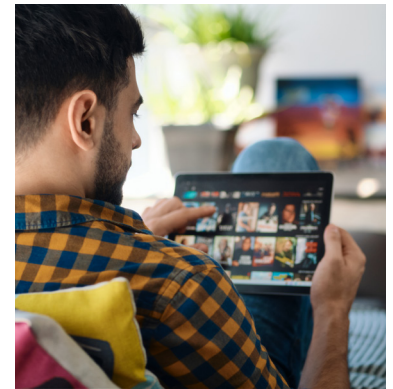
> " WITH OUR PARTNERSHIP WITH APPLAUSE, WE'RE TAKING QUALITY ENGINEERING INNOVATION TO THE NEXT LEVEL, DELIVERING UNPRECEDENTED VALUE TO COMMUNICATIONS AND MEDIA PROVIDERS AROUND THE WORLD."

DROR AVRILINGI, HEAD OF QUALITY ENGINEERING INTERNATIONAL, AMDOCS

Applause and Amdocs also detected customer behavior patterns that led to significant changes to business models. For example, while testing SIM card payments for a leading communications service provider, it became apparent that users were not allowed to use debit cards. Yet the customer was unaware that 30% of users in the Philippines – a major market – do not own a credit card. This discovery prompted the client to reverse its initial business decision to block debit cards.

CONCLUSION

The future of QA lies in crowdtesting. Only by testing with real users on a global scale can companies halve go-to-market times and reduce production costs, all while improving the end-customer experience. In a world where the number of customer devices, operating systems and payment options is increasing exponentially, lab testing alone is no longer fit for purpose. The Applause-Amdocs partnership is making significant strides towards enabling communication providers to modernize their testing strategies and deliver digital experiences their customers love.

> " *THANKS TO APPLAUSE, WE CAN NOW PROVIDE THE MOST COMPREHENSIVE USER EXPERIENCE QA SERVICE AVAILABLE ON THE MARKET FOR OUR INDUSTRY."*
>
> **DROR AVRILINGI,** HEAD OF QUALITY ENGINEERING INTERNATIONAL, AMDOCS

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