



– APPLAUSE CASE STUDY –

“PEOPLE DEPEND ON THE FACT THAT WE’RE GOING TO BE USING APPLAUSE FOR THEIR RELEASES, AND THEY UNDERSTAND THAT WE HAVE TO GO THROUGH THOSE CYCLES OF QUALITY BEFORE WE RELEASE.”

TAMMY KEY, SR. MANAGER PRODUCTION OPERATIONS SUPPORT, AMERICAN CANCER SOCIETY

CUSTOMER

The American Cancer Society is one of the most recognized charitable organizations in the world. Founded in 1913, its mission is to “save lives, celebrate lives, and lead the fight for a world without cancer.” In the more than 100 years since the organization was founded, the American Cancer Society has spent more than \$4.6 billion in research alone and funded more than 40 Nobel Prize winners.

However, its funding impacts far more than research, extending to other services that make a noticeable difference in many aspects of the lives of cancer patients. The American Cancer Society also provides services like Road to Recovery, which gives people free rides to treatment, as well as Hope Lodges, which provides housing to those who have to travel for treatment and can’t afford a hotel.

CHALLENGE

Beyond the ultimate challenge of finding a cure for cancer, the American Cancer Society faces several additional challenges, including competing amongst other charities for limited funding, spreading its message, and simplifying the process for people to contribute their time and money.

APPLAUSE^o

COMPANY

American Cancer Society

INDUSTRY

Healthcare

TESTING TYPES

Functional | Usability

APP TYPES

Web | Mobile

CHALLENGES

- Delivering a consistent experience across diverse user base
- Testing beyond the “happy path”
- Very limited device coverage

RESULTS

- Instituted exploratory and ad hoc testing for consumer-facing sites
- Significantly increased donations through mobile application
- Virtually eliminated bugs and errors in production environments

To deal with these challenges, American Cancer Society maintains numerous mobile apps and several websites to streamline the donation process and provide information about American Cancer Society events. To operate effectively, these resources must exhibit three important qualities – easy use across devices, quickly adapts to customer preferences, and is bug-free for a seamless functional experience.

With no QA team at the time of launch and a limited budget to work with, it proved near impossible for American Cancer Society to test the app and websites across a diverse user base. The organization could only perform lab-based testing, which effectively limited its coverage of devices, test environments, and more. The lack of testing in the wild proved to be a glaring weakness.

“After several releases, we were constantly finding issues in production, creating a negative experience for our constituents, and hurting our reputation as a nonprofit,” explains Tammy Key, senior manager of production operation support for the American Cancer Society.

SOLUTION

The American Cancer Society teamed with Applause to meet its varied and extensive testing needs. Applause allows the American Cancer Society to thoroughly vet new features and functionality in real-world settings, on a wide range of devices, in multiple languages.

Applause quickly integrated into American Cancer Society’s SDLC, immediately opening up a valuable feedback loop with the internal teams. Over time, Applause has become a fixture for all app and website releases, essentially becoming an extension of the internal team.

With Applause, methods like A/B testing new designs and features against old versions became a reality. The external perspective of Applause testers delivered valuable unbiased feedback on how features should perform, picking up on key errors that were unnoticed due to internal fatigue.

Applause was also able to address the American Cancer Society’s very diverse user base. With [more than 40 million Americans speaking Spanish at home](#), it was imperative that all users receive a consistent experience regardless of language. With a large base of Spanish-speaking testers, Applause was able to quickly scale the language coverage of the app.



“ APPLAUSE HAS DEFINITELY GIVEN US A BENEFIT BY HELPING US ESTABLISH A QA FOOTPRINT AT THE AMERICAN CANCER SOCIETY.”

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BENEFITS

The range of devices, testing techniques, and languages that Applause testers bring to the process has greatly improved the American Cancer Society's capacity to find errors and release clean, usable technology on many more devices than previously possible.

From the beginning, Applause's testers started catching issues before launch including many that previously would not have been discovered. The ability to resolve these issues prior to launch has vastly increased the quality of American Cancer Society's customer-facing technology.

When measuring the success of the organization's improved testing, the proof, as they say, is in the pudding. After making improvements to the application after the first year, revenue from donations increased over 80%. In the second year they increased by another 40%.

On the organizational level, Applause has helped in a larger way – bringing QA out of the shadows. In fact, Applause's performance convinced the American Cancer Society to hire some QA resources to be on-site.

“Before Applause, we really didn't have a QA team and people really didn't understand the value that QA could add to a project,” said Key. “Once we brought on Applause, we started to understand the difference between real QA versus just having on-site project managers or BAs testing. Applause added an extra layer of quality that we were missing.”

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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 **highly-vetted 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 Ford, Fox, Google, and Dow Jones — rely on Applause as a best practice to deliver high-quality digital experiences that customers love.

Learn more at: www.applause.com