breezeworks

> " *APPLAUSE MAKES US FEEL CONFIDENT OUR DIGITAL EXPERIENCES ARE OF THE HIGHEST QUALITY FOR OUR USERS.*"

MATTHEW COWAN, CEO, BREEZEWORKS

CUSTOMER

Breezeworks, a San Francisco-based company, gives independent service professionals the ability to seamlessly manage remote teams, improve customer experience, and streamline payment processes without any overhead. The Breezeworks applications, available both on the web and on smartphones, support businesses on the go.

The breadth of Breezeworks' features and functions touch on every aspect of Field Service Management Operations. Rather than handling dated technology and paperwork, Breezeworks developed intuitive and easy-to-use tools for job scheduling, team management, paperless invoicing, and much more.

With the time-savings and streamlined processes Breezeworks delivers to its customers, it's no surprise that it is the leading all-in-one business management solution for independent services businesses.

CHALLENGE

Any mobile-driven service recognizes the challenge of testing at the pace of the ever-changing mobile marketplace. Android alone has over 24,000 different device and operating system combinations on the market today. While the sheer number of devices is great from a consumer perspective, giving the customer the ability to pick a device that is tailored to their specifications has become a nightmare in the QA world. As a result, many companies are finding it nearly impossible for their internal QA team

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COMPANY
Breezeworks

INDUSTRY
Software

TESTING TYPES
Functional

APP TYPES
Web | Mobile

CHALLENGES

- Guaranteeing sound functional quality of the app across a wide range of devices and locations

- Ensuring the user experience is strong enough to convert trial users to sales and retain current paid users

RESULTS

- Uncovered hundreds of bugs, including several which crashed the app, over a six-month period

- Improved App Store reviews through unbiased and professional tester feedback

- Ensured a high level of software quality while maintaining the current pace of development

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to test applications across the tens of thousands of device combinations on the market, and Breezeworks' small QA team was no exception.

The ability to ensure applications work across all devices is especially critical to Breezeworks, as its customers rely on Breezeworks applications to run their business. If the application is faulty, or unreliable, that business could be severely impacted.

Further, Breezeworks relies on customer reviews to confirm its quality. You see it front and center on the company website: 4.5 stars from Google Play, 4.5 stars from Apple's App Store, 5 stars from QuickBooks, and 5 stars from Capterra. If the Breezeworks application cannot work well on all devices, their reviews will suffer.

Facing a growing user base and anticipating continued device fragmentation in the mobile marketplace, Breezeworks turned to Applause's global community of highly vetted professional testers. Applause's crowdsourced model helped ensure those reviews would remain strong and their customers would continue to find the Breezeworks application reliable on any device.

SOLUTION

Applause's community of professional testers provides a unique advantage for customers like Breezeworks. The ability to test on any device, anywhere, at any time, offers Breezeworks the coverage and insight it needs to ensure the application performs exceptionally across a broad range of real-world situations. With fewer than 50 employees in the company, this kind of test coverage would not have been possible otherwise.

The uTest community serves as an extension of the Breezeworks team. A dedicated Project Manager is assigned to Breezeworks, working directly with the team to ensure the right bugs are found, deadlines are hit, and the quality of their customers' digital experience improves.

Matthew Cowan, CEO of Breezeworks, could not be happier with the company's partnership with Applause. "Applause is such a key part of what we do. Working with them is like having a direct extension of our internal test team." Cowan continues, "Because they test our apps in the real world with real users, they help us make sure our customers are satisfied, no matter where they are. We're thrilled to be extending our partnership with them, because it's Breezeworks' users who will benefit."

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RESULTS

Throughout 80+ test cycles, the Applause community identified hundreds of issues in the application, with many of them of critical importance. In one instance, customers were unable to simply sign up for the service. Another found that customers were unable to jot down notes using the main web client, preventing users from relaying information on specific project features and specifications to other members of the organization. Failing to identify and address issues like these could have severe effects on both the software quality and ultimately incoming revenue.

"Working with Applause enabled us to get the best quality versions of our app to market faster than we otherwise would have," added Cowan. "And the quicker we get new versions to market, the more independent businesses we can help succeed."

Breezeworks will continue to leverage the Applause global community of professional software testers to help ensure high quality, reliable, digital experiences for Breezeworks users. The extended relationship ensures that Breezeworks users around the world will continue to have great experiences with the app that help maintain organizational efficiency.

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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