LE BON MARCHÉ

RIVE GAUCHE

> " *APPLAUSE TESTERS BOTH REPRESENT POTENTIAL END USERS AND ARE ALSO QA PROFESSIONALS; THEY MAKE SURE THAT THERE ARE NO DUPLICATES, THAT BUGS ARE REPRODUCIBLE, AND FILTER RESULTS SO THAT THEY ARE READY FOR US TO USE."*

VINCENT GASTELLIER, WEB PRODUCT MANAGER, LE BON MARCHÉ GROUP

CUSTOMER

Founded in 1838, Le Bon Marché was one of the world's first modern department stores. It pioneered many commercial practices that consumers take for granted today, such as mail-order catalogues, home delivery and the money-back guarantee. An icon of Parisian shopping culture, Le Bon Marché is known for its exclusive, highly curated fashion collections, as well as its high-end, experiential shopping environment. In addition to the original department store located in Paris' Rue de Sèvres, the Le Bon Marché group owns the grocery store La Grande Épicerie de Paris.

CHALLENGE

Luxury brands know how difficult it is to create digital experiences that match up with the in-store experience. Consumers shopping in store at Le Bon Marché and La Grande Épicerie enjoy a highly curated selection of designer items and top-of-the-line services unparalleled in France, as well as experiences like fine dining, cooking lessons, beauty treatments, art exhibitions and invitation-only events. To keep up with increasingly digital consumers, Le Bon Marché needed to ensure its online presence was just as impressive.

Prior to working with Applause, the web team at Le Bon Marché group only had one website, the e-commerce platform for its grocery store, La Grande Épicerie. As part of its new digital strategy, the team planned to launch two new digital

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COMPANY
Le Bon Marché Group

INDUSTRY
Retail

TESTING TYPES
Functional | Payments

APP TYPES
Web

CHALLENGES
- Create luxury digital experiences that match the in-store experience
- Launch two new digital products with limited testing capacity
- Validate the quality of builds from an external development partner

RESULTS
- Drastically reduced regression and the number of bugs in production
- Increased release velocity by cutting the time needed to reproduce and resolve bugs
- Freed up time for the web team to concentrate on strategic priorities

APPLAUSE

products: an e-commerce platform for the Le Bon Marché department store and an innovative digital wedding list service. This presented a considerable challenge for the team, which only had two internal testers, including the web product manager, to cope with the increased development activity.

Even if the team hired a few new full-time employees, it would still not have enough people to cover the required testing scope. Already under pressure to meet testing needs on the existing La Grande Épicerie website, the team often had to react to bugs as they arose in production, which proved costly when payment issues were detected late. The team was also concerned that it lacked the resources to validate and challenge the work of its external development partner, having to simply trust that their builds were of high quality.
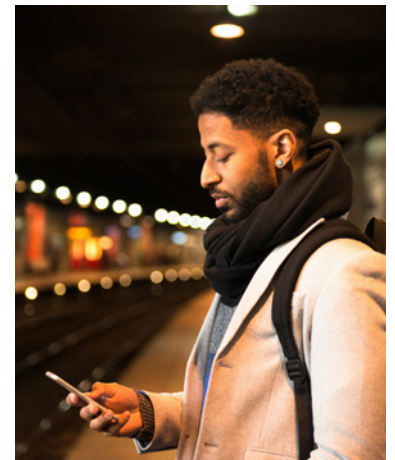
Web Product Manager Vincent Gastellier knew that with such limited resources, the team could not deliver the new product roadmap while maintaining a very high level of quality across all three digital products. Finding a solution was not only a question of securing adequate test coverage, but ensuring each of the three digital products reflected the brand's reputation for premium quality and top-notch experiences.

SOLUTION

Le Bon Marché has worked with Applause since September 2021 to test its two store websites and wedding list service with real users who test in real scenarios using a range of devices and payment instruments. Select teams from Applause's 1.7 million-strong uTest community test the end-to-end customer journey, from browsing for items to paying with American Express, Visa and Mastercard, and create detailed bug logs for Le Bon Marché group's web team.

At the start of our collaboration, Applause and Le Bon Marché identified three focus areas: improve product quality across the three digital products, increase productivity and release velocity to cater to the expanding product roadmap, and incorporate real user perspectives in the testing process. While the web team had considered setting up an online customer feedback form, it suspected that such feedback would not be extensive enough. What's more, it wanted to shift focus to catching issues before releases reached production.

Now, Applause helps Le Bon Marché group to carry out functional and payment testing both in development and production. Applause testers log bugs they encounter on the Applause platform, which automatically generates corresponding tickets in Le Bon Marché's Jira system. According to Vincent, the web team was initially hesitant about needing to learn and interface with a new platform; however, the team was pleasantly surprised. Two-way integration means that Applause test managers can see whenever Le Bon Marché marks a ticket as resolved, letting Applause testers know when fixes are ready to be validated without Le Bon Marché having to ask.

> " *APPLAUSE IS LIKE OUR RIGHT-HAND MAN DURING UATS, WHICH HELPS US ENORMOUSLY.*"
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> **VINCENT GASTELLIER,** WEB PRODUCT MANAGER, LE BON MARCHÉ GROUP

RESULTS

Over the first eight months of our collaboration, Applause testers discovered 294 bugs across Le Bon Marché's three digital assets, 195 of which the web team rated very or highly valuable. While staff were initially shocked by the number of bugs Applause testers logged, they soon started to identify problem areas they had not considered before, as well as build a better idea of priorities.

Working with Applause has also freed up more time for the web team to concentrate on strategic concerns. Applause testers take part in test cycles on weekends, so that all discovered bugs are ready on Le Bon Marché group's Jira by Monday morning. This way, the team can get to work on bug fixing immediately, getting this out of the way at the start of the week. Testing on weekends has also provided the team with better insight into how their digital products perform when more customers are likely to be shopping online.

The web team now releases much faster than it used to, thanks in part to the very detailed tester logs, according to Gastellier. Through clear, standardised descriptions and videos of the paths testers take to locate bugs, as well as detailed device information, the team can now get to the bottom of issues much more quickly. Also, because Applause testers are incentivised to verify bugs reported by other testers, the web team does not have to waste time trying to reproduce reported bugs.

The Applause testers' professionality and technical ability impressed the Le Bon Marché web team. Not only do testers provide fresh, real-user perspectives on the company's digital products, they are also digital experts who know how to report bugs in a structured way with the required information. Applause testers make sure not to log duplicate bugs, support each other to reproduce bugs and filter bugs by criticality.

Since working with Applause, Le Bon Marché has decreased bug regression by 50%. Building on this success, the web team continues to work with Applause to further refine its digital products and guarantee unparalleled customer experiences.

> " *WE APPROACHED APPLAUSE BECAUSE WE WANTED NOT JUST TO IMPROVE OUR REGRESSION TESTING, BUT TO ACHIEVE THE MAXIMUM LEVEL OF QUALITY POSSIBLE."*
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> **VINCENT GASTELLIER,** WEB PRODUCT MANAGER, LE BON MARCHÉ GROUP

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