



# MINOR INTERNATIONAL

– APPLAUSE CASE STUDY –

*“ OUR TIMING WITH APPLAUSE COULDN’T HAVE BEEN BETTER. THE COVID-19 PANDEMIC HAD BEGUN AND THE HOSPITALITY INDUSTRY WAS HEAVILY AFFECTED. IT DIDN’T MATTER THAT BORDERS WERE CLOSED AND TRAVEL WAS RESTRICTED. APPLAUSE’S GLOBALLY DISTRIBUTED CROWDTESTING COMMUNITY GAVE US AN INSTANT GLOBAL QA TEAM.”*

ANTHONY GREEN, VICE PRESIDENT DIGITAL & DISTRIBUTION, MINOR HOTELS

## CUSTOMER

Minor Hotels is an international hotel owner, operator and investor with a diverse portfolio of over 530 properties designed intelligently to appeal to a variety of travelers, serving new passions as well as personal needs. Through its Anantara, Avani, Elewana, Oaks, NH Hotels, NH Collection, nhow and TIVOLI properties, Minor Hotels operates in 50+ countries across Asia Pacific, the Middle East, Africa, the Indian Ocean, Europe and South America.

Minor Hotels wanted to ensure the best customer experience for the wide range of booking scenarios, both on its corporate website — booking for all properties around the globe — and individual hotel brand websites. Minor Hotels pursues a vision of a more passionate and interconnected world, which demands a thorough understanding of issues its global customer base encounters.

## CHALLENGE

To meet its aggressive global customer experience enhancement goals, Minor Hotels required an augmented QA team, as it had a relatively small group at its headquarters in Thailand. Adding to this challenge was the onset of the global Covid-19 pandemic, which reached its height right at the start of Minor’s improvement efforts. Since the hospitality industry was particularly hard hit by

### COMPANY

Minor Hotels

### INDUSTRY

Hospitality

### TESTING TYPES

Functional testing

### APP TYPES

Mobile | Web

### CHALLENGES

- Testing in various countries, devices and operating systems
- Improving quality and release speed
- Gaining real in-country user feedback

### RESULTS

In the initial round of testing:

- Uncovered 91 approved bugs, 25 of which were high value
- New understanding to test more features of new website builds
- New focus on combining test cases and exploratory testing
- Improved functional test cycle

the pandemic, Minor had to evaluate strategic priorities, how to execute them and related budget considerations.

The hospitality provider required specific testing scenarios that would help it address its goals to increase the quality of the customer experience around booking stays in a set of targeted properties around the world. Specifically, it needed to:

- Ensure that key customer flows work seamlessly
- Uncover severe issues that affect the overall user experience
- Improve quality and release speed
- Ensure mobile device, web platform and country coverage across a wide variety of operating systems
- Gain real user feedback

## SOLUTION

To ensure that it could quickly and accurately address all of its requirements to improve the customer experience, Minor Hotels teamed up with Applause. Applause's global crowdtesting community was a fast and flexible way to test Minor Hotel's reservation process in targeted countries, using real users on their own devices in country to validate the entire booking flow. Minor Hotels and Applause created a plan to run a pilot that would facilitate three functional test cycles:

- Exploratory and test case
- Test case only
- Exploratory and bug fix verification

Applause curated custom testing teams from five different countries - Germany, United Kingdom, United Arab Emirates, United States and Thailand - who tested 47 unique configurations and found a variety of approved and high-value bugs related to things such as booking, navigation and payment.

## RESULTS

In the initial round of testing, Applause testers uncovered 91 bugs which Minor Hotels approved, with 25 (27%) rated as highly-valuable bugs. In addition, Applause testing teams gave reviews of various customer flows and scenarios. For example: feedback on the ease of the booking process; issues with page loading speeds; overall website experience on desktop and mobile, calling out issues such as too many tabs on the top of the page and challenges finding specific Minor-branded hotels in the various countries.

*APPLAUSE'S GLOBAL CROWDTESTING COMMUNITY WAS A FAST AND FLEXIBLE WAY TO TEST MINOR HOTEL'S RESERVATION PROCESS IN TARGETED COUNTRIES, USING REAL USERS ON THEIR OWN DEVICES IN COUNTRY TO VALIDATE THE ENTIRE BOOKING FLOW.*

Examples of high-value bugs the Applause testers found:

- Functional issues with booking features
- Payment and billing inconsistencies
- Social media connectivity issues
- Poor website usability

Additionally, in working with Applause, Minor Hotels was able to improve its functional test cycles and the overall process of cycle scope to reduce overhead and increase efficiencies.

Minor Hotels plans to expand its work with Applause over the coming months to include payment testing.



## ABOUT APPLAUSE

Applause is the worldwide leader in enabling digital quality. Customers are no longer satisfied with digital experiences that are good enough; they demand the exceptional. The Applause Product Excellence Platform provides the world's leading brands with the comprehensive approach to digital quality needed to deliver uncommonly great digital experiences across the globe – with highly vetted testers available on demand, a complete and enterprise-class technology infrastructure, multi-point digital quality solutions and SaaS products, and expertise across industries and use cases. This harmonized approach drastically improves testing coverage, reduces costs and speeds time-to-market for websites, mobile apps, IoT and in-store experiences. Thousands of leading companies – including Ford, Google, Western Union and Dow Jones – rely on Applause as a best practice to deliver the exceptional products and digital experiences their customers love.

Learn more at: [www.applause.com](http://www.applause.com)