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Zeeshan Masood
Technical Lead
IntoSales

IntoSales

IntoSales Improves Customer Experience and Develops Streamlined Testing Process with TESTCo

Challenges

- ◆ Business growth putting pressure on development teams
- ◆ Customers reporting bugs in the software
- ◆ No formal testing process

Solution

- ◆ TESTCo consulting designed testing management and process solution
- ◆ Rapid TESTCo testing keeps projects on time, on track

Benefits

- ◆ Software stability
- ◆ Consistent, continuous innovation
- ◆ Better quality control
- ◆ Rapid development and additions of new product features
- ◆ Customer demands met quickly
- ◆ Real-time communication between development, product management and quality assurance

About IntoSales

IntoSales’ online CRM application offers online ecommerce retailers the ability to easily manage product presentation, order pages, and store management and analytics data. The solutions also include Customer Service Representative (CSR) features for refunds, new orders and flexible recurring billing. The applications integrate with merchant databases for major credit cards including Visa, MasterCard and American Express.

Situation

The online sales industry has been growing rapidly, and so has IntoSales. So much so that they found it difficult to keep up with software development efforts, let alone quality control testing. “Our customers are really happy with the software,” said Zeeshan Masood, technical lead at IntoSales. “Word of mouth is strong, the business is growing rapidly, and we’re busy adding features that our customer base wants.”

IntoSales could no longer rely on ad-hoc testing to provide consistent code quality. “We realized we needed to have a structured testing process in place,” said Masood. “We just couldn’t identify defects quickly enough and then fix them before customers discovered them.”

Challenges

Prior to engaging with TESTCo, IntoSales developers were responsible for discovering and fixing bugs. Their customer service representatives would sometimes discover them. And, occasionally customers would report defects during their regular use of the CRM solutions.

"The need for this product was very intense," said Masood. "We developed it quickly to meet specific requirements. And we add features as those requirements evolve and change." IntoSales couldn't begin to reproduce every type of potential customer entry scenario. "There's just not enough time for our teams to do robust testing. We didn't have any kind of formal testing process."

The company needed strategic advice to develop an optimal testing process, as well as a rapid, On-Demand Software Testing (ODT) service for their fast-paced development environment. IntoSales did not want to make long-term commitments for services they only needed on-demand.

Solution

TESTCo offered IntoSales On-Demand Software Testing services plus a unique testing management and testing process design solution. TESTCo was able to provide strategic consulting services to IntoSales, while delivering immediate testing expertise for their current projects. The end-to-end solution helped them design the right testing process while deploying various TESTCo skill-sets at crucial times during project lifecycles.

The entire solution features:

- ◆ Comprehensive test plans to synchronize testing with development
- ◆ Specialized tools and software QA methods to deliver consistent results quickly
- ◆ Immediate team assembly from a large pool of testing experts
- ◆ Prioritized testing activities to test new work daily
- ◆ Rapid regression testing to make sure nothing else was broken in the process
- ◆ Daily delivery of statistics, test cases and defect reports to let IntoSales know exactly where the quality of their project stands

TESTCo started by building a testing and staging environment for IntoSales. Next, an overall testing strategy and process was developed. The new process allows IntoSales' development and project management teams to communicate clearly during development and understand the role of testing in the development process.

"Now that we have TESTCo in place, we're experiencing fewer customer complaints," said Masood. "We have one test environment for changes and another for pre-production. Before, we'd just have users test the finished product. Now, TESTCo test scripts cover all possible scenarios for application failure. That's helped a great deal."

"The testing has been completely taken over by TESTCo," continued Masood. "Whenever we design a new feature in the software, we just run it through the test process, and we don't have to worry. We're always communicating with TESTCo to confirm that everything's running smoothly and any bugs encountered are fixed." IntoSales developers are emailed each time a new update or ticket is generated.

Results

The results of the TESTCo engagement have had a profound impact on IntoSales' business. "We now deliver a better product — a higher quality of software," said Masood. "The system is much more stable than before. And the developers don't have to waste their time on testing fire-drills."

By making testing part of the product development stage, IntoSales is able to consistently deliver a higher quality product to customers. They can now focus on what they do best, adding innovation to their product, while allowing TESTCo to do what they do best, software testing.

TESTCo
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