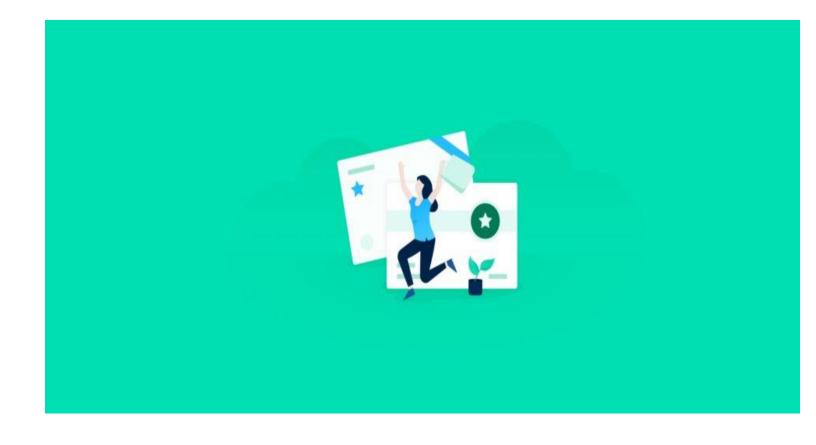# Success Stories

Automated 350 end to end test cases within 4 months using Selenium for a Multichannel Loyalty & Engagement Solutions

An emerging eRetail brand in US introduced future proof loyalty program that dynamically rewards the customer at various touch points. They are support a diverse set of multichannel activities and an assortment of rewards that increase engagement across all of your customer touch points. Our customer came to us initially to revamp the architecture, Open API's & Affiliate portal monitoring and wanted us to address the following challenges from a testing perspective.

- Only high level manual test cases available

- Imminent need for Multi-Platform / Browser support

- Need to cover complete End to End testing

- Need to test different clients with one automation tool

We approached the challenges with our innovative Engagement model. We started with a pilot project to identify the right solution fit for automation. After identifying Selenium as the right fit tool, we started building additional test cases/scripts and scenarios by taking into the complex nature of the application. Selenium, TestNG and Java were used as the preferred automation tool. Continuous Integration was automated using Jenkins and Bamboo across Firefox , Google chrome & IE, Safari Platforms – Windows 7,8.1, 10, Ubundu and Mac OS.

Since it's a combination of multiple browsers/ streaming capabilities/ multi layered data centric platform, we have taken the step by step process and automated their 350 end to end test cases in 4 months. We helped our customer to achieve 90% automation coverage within 4 months and the current automation suite is steady, consistent with on-going improvements as new features get introduced.

Market intellect was able to accomplish the below benefits,

- Developed scalable and robust test scripts

- Reduced defect leakage from 8% to 2% within 4 months

- Improved developers testers collaboration by implementing CI tools (Jenkins & Bamboo)

- Implemented Selenium as a core test automation tool for one of the complex applications in the industry

- Worked seamlessly with weekly one release mode - Test Scripts update and script creation at the same time

- On-going maintenance of test scripts, started to automate API & Continuous QA Regression Support.