



**Digital Quality Assurance
forms Robust
User Experience (Ux)
&
Continuous Business
Improvement**

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Abstract

Going Digital is no more a new word in the technology arena as most of the IT organizations have assimilated themselves to the new trend. The wheels of digital revolution have pulled every organization towards it, as it leads to continuous, consistency interaction with customers across the multiple channels leading to consumerization of services.

Introduction

Quality Assurance & Testing fulfills a critical role in any digital transformation journey. Identifying the right tools, methodologies and measures to assure customer experience is increasingly essential to success. Companies today face two big challenges. They have to find new ways to stay on top of new technologies, while at the same time assure superior customer experience.

Quality Assurance in Business Improvement

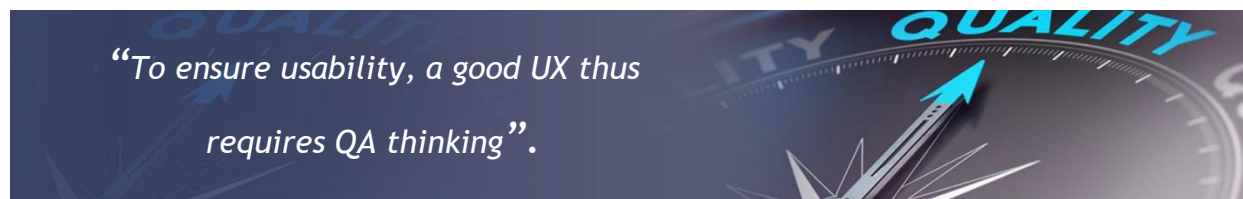
It might be easier for the “Born Digital” organizations to view QA as an integral part of their growth graph. But for the organizations performing testing on legacy and web application, and who are currently in the transformation stage, digital testing unless until coupled with innovation would be difficult to achieve the desired goals of customer centricity. Therefore, it is essential for the existing QA organizations to understand the current testing trends and innovate ways to provide effective testing solutions.

To advance the digital business agenda, QA organizations must re-skill/revamp their traditional testing model and embrace full-lifecycle automation with a continuous testing and delivery approach. Doing so will ensure quality is built-in from the start, facilitating the delivery of enhanced customer experiences

that burnish the brand and drive competitive differentiation and it also brings all the risks earlier in the Development Life cycle.

Continuous QA involvement leads to better Customer Experience

Today, the customer experience represents the brand, the company and the individuals within it. This shift is forcing QA organizations to consider, from the get-go, the social and psychological impacts of the customer experience that the company's products and services deliver, simultaneously with the functionalities under development. Most obvious, usability is a quality measure for design.



Most of the organizations unraveled the ‘apps race’ as a part of their digital transformation strategy focusing on delivering high quality, secure user experiences, with assured business outcomes. This led to growth in IT spend allocation to QA and Testing to 35% till 2015 and might increase to 40% by 2020 according to World Statistical Report. Demand for greater agility, shorter life cycles of device and services, and integration of services across platforms increased the importance on quality assurance testing.

A seamless customer experience is a key driver for QA testing

The report found that companies are continuing to invest in securing the integrity of their systems, with more than four out of five (81%) citing security as the main purpose for testing. This heightened awareness of security is driven by digital transformation and security testing has become critical to business assurance for many organizations.

However, the role of the customer experience is now almost as important to companies with 79% identifying this as a key consideration for their quality assurance testing. This marks a notable shift for organizations that have come to realize the growing importance of providing customers with a smooth, seamless experience whenever they come into contact with the company's properties.



“We live in a fast moving world where customer experience and flexibility is as important as keeping pace with digital transformation using Agile QA and DevOps”.

Conclusion & Solution

Beyond the user interface itself, many other quality issues also impact the total UX changes in customer behavior, elevated global competition, adoption of social media channels and emerging trends such as cloud and mobile are a few market driven challenges that organizations have to deal with during their digital transformation journey. Quality Assurance plays a vital role in responding to these challenges and reduces business risks. It's essential for organizations that are dealing with digital transformation to have an appropriate Digital Quality Assurance (DQA) strategy, with the right tools, methodologies and measures to assure customer experience.

About the Author



Sambandam Jambulingam

Sambandam (Sam) is one of the founders of InfoTest. Sam focuses on strong alliances and customer relationships to carry the business forward. He is result oriented professional with nearly 21 years of extensive techno commercial experience in IT project planning & management business development with profit

accountability.

He is an expertise in creating global testing practices in various organizations, Sam also has vast experience of setting up large Testing Centre of Excellence, he has a rich experience in Test Strategy & Consulting, Process Innovation, Digital Testing, Automation CoEs, Agile & DevOps Test Implementation.

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