



HEXAWARE

Streamlining Testing Processes for an Instant Messaging App

Enhancing user experience with AI-driven testing

Case study

Client

| Client

- Challenge
- Solution
- Benefits
- Summary

Our client, a prominent entity in the digital platform sector, specializes in offering a wide array of social networking services.



Challenge

Client	
Challenge	The client faced significant challenges with longer testing cycles, which affected the rollout of their new services. Moreover, the demand for additional key business features added complexity to the testing process, further exacerbating the issue.
Solution	
Benefits	
Summary	The client was also exploring multi-vendor options that were cost-effective for the testing services provided.



Solution

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To address the above challenges, Hexaware adopted a multi-faceted solution approach, as described below:

- **Knowledge Transition:** Implemented a seamless knowledge transition using a well-defined KT toolkit to facilitate efficient onboarding.
- **Defect Review Process:** Introduced a rigorous checklist-based internal defect review process to identify and rectify defects early in the development lifecycle, reducing the occurrence of critical issues.
- **Comprehensive Testing:** Conducted various types of testing, including regression, smoke, new features, accessibility, localization, and exploratory testing, to ensure thorough test coverage.
- **Training Program:** Developed a robust training program on Hexavarsity (Hexaware’s in-house training platform) for new joiners to quickly acquire knowledge on client tools, processes, and products.
- **AI Chat Features Testing:** Launched AI Chat Features across various platforms, enabling interactions with 28 AI Characters. These AI Characters could convey multiple emotions, such as happiness, sadness, and fear, through different prompts. Hexaware tested and validated these AI Characters, including cross-testing relevant text and model-related specifics.

- **Extensive Test Execution:** Executed over 28,000 regression test cases per week and over 8,000 smoke test cases per week, ensuring thorough testing of all functionalities.
- **Localization Testing:** Expanded localization testing to cover 42 languages, catering to a diverse user base and enhancing the app’s global appeal.
- **Improved Accessibility:** Enhanced accessibility testing resulted in a smoother user experience, increasing user satisfaction and retention rates.
- **Enhanced User Engagement:** Revamped communities and channels incorporated user-friendly features, facilitating smoother communication and collaboration, enriching the user experience, and fostering a sense of community among users.



Benefits

Client

Challenge

Solution

| **Benefits**

Summary

The implementation of the solution approach yielded several significant benefits for the client that included:

- **Reduction in Defects:** Achieved an 80% reduction in internal defects, significantly improving the app's stability and reliability.
- **Increased Productivity:** Improved test execution productivity by 45% within six months, with an average regression execution speed of 1 minute per test case, allowing for faster turnaround times and accelerated release cycles.
- **Speedier Test Design:** Enhanced test design productivity by 15%, speeding up the completion of new feature design.



Summary

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| **Summary**

Hexaware successfully collaborated with the technology conglomerate to overcome the challenge of longer testing cycles and the need for additional business features in its instant messaging app by implementing a comprehensive solution approach. Through seamless knowledge transition, rigorous defect review processes, and comprehensive testing methodologies, Hexaware helped the client to achieve an 80% reduction in internal defects, showing the effectiveness of Hexaware's transformative approach.

HEXAWARE



About Hexaware

Hexaware is a global technology and business process services company. Our 27,000 Hexawarians wake up every day with a singular purpose; to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With 40+ offices in 19 countries, we empower enterprises worldwide to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at www.hexaware.com.

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