A top-five North American insurer partnered with ValueMomentum to improve the customer experience in its most important channel–mobile–across all service providers for all regions in the United States.

SNAPSHOT

Industry & Region
P&C insurance, United States

Project Highlights
With the help of ValueMomentum's QualityLeap quality assurance and testing team, a major P&C carrier developed a mobile-testing framework to improve a variety of application metrics — from functionality to performance — that defined the success of their mobile channel.

Benefits

- Improved the user experience of mobile customers
- Accurate and actionable mobile application tests
- Improved test efficiency and testing coverage
- Reduced test execution efforts and production slippage

Technology Stack

- HeadSpin, Perfecto, and Mobile Test Lab
- Appium
- Selenium, C#, and ADO
- Homegrown ETM (enterprise testing methodology) framework

CLIENT OVERVIEW

The company is a top-five North American insurer specializing in auto insurance. It provides coverage for more than 24 million motor vehicles to more than 15 million policyholders across all 50 U.S. states and the District of Columbia.

BUSINESS CHALLENGE

Mobile is the single most important customer-experience channel for this insurer, as it enables customers to self-service and creates more opportunities to communicate with them.

The insurer recently experienced a considerable surge in mobile user growth but struggled with the complexities of supporting diverse operating systems, wireless providers, and U.S. regions. These difficulties negatively impacted performance.

To hit their performance targets, adapt all desktop service functionalities for all mobile users, and accommodate multiple iOS and Android versions, the insurer had to implement a resilient mobile testing framework and toolkit to actively identify and correct issues.

SOLUTION OFFERED

As the selected partner to lead this initiative, ValueMomentum first advised the insurer on how to identify and implement the right mobile test automation platform to maximize geographic coverage for all possible service providers. The objective was then to create a zero-defect product and put it into production with a tightly coupled agile release plan. ValueMomentum selected seven HeadSpin-accelerated Appium tools to create a mobile testing framework, built 1,000+ accelerators using Selenium-based scripts, C#, and Appium, while also leveraging the customer's own ETM.

Working closely with the insurer, the ValueMomentum team developed the automation scenario with Appium tools, ensured that application testing could be performed in a variety of operating system and browser versions, leveraged APIs (application programming interfaces) to test data automation, and implemented hybrid automation development to reduce test execution and automation maintenance labor.

Additional testing and support features that were also developed as part of the project included:
- TIA support
- AI support
- Reverse bridge
- Biometric testing
- Apple Pay testing
- Samsung Pay Testing

ValueMomentum's QualityLeap team also delivered technical support, including cross-browser testing, performance optimizing, experience monitoring, smart TV testing, and Android and iOS testing.

The insurer was able to maximize mobile browser testing coverage for the iOS and Android operating systems, which dramatically improved the user experience for most of the insurer's user base.

VALUE DELIVERED

By reworking the existing UFT (Unicode Transformation Format) scripts to be compatible with the Selenium platform, the ValueMomentum team saved the insurer an extraordinary amount of time in developing automated scripts.

The insurer was also able to maximize mobile browser testing coverage for the iOS and Android operating systems, which dramatically improved the user experience for most of the insurer's user base.

This drove efficiency by expanding automation and automation development coverage. It also eliminated the need for manual intervention by integrating test data preparation and test execution through CI/CD (continuous integration and continuous delivery). Further, it reduced test execution efforts by increasing the CI/CD pass percentages, and enhanced application quality without suffering production slippage. All these benefits enhanced the speed of application development and improved customer experience for the insurer's most critical customer channel.