

Quality Engineering for Enhanced Customer Experience Webinar



Are your current Quality Assurance (QA) practices helping you accelerate innovation at your organization?

In today's fast-evolving digital landscape, a service or a product is only as good as its latest release. While QA focuses on detecting defects after development, Quality Engineering (QE) emphasizes preventing defects from occurring.



Dependence on traditional QA can



Delay the launch of your application



Increase development costs and failure probabilities



Impair user experiences



Create irreparable brand damage

Why to embrace QE

By implementing Quality Engineering practices, you can improve the reliability and scalability of your digital products while reducing the risk of errors and downtime. This leads to better customer experience, increased revenue, and a better brand image. The industry is responding to the change as the software QA market, which includes digital assurance, quality engineering, and software testing, is projected to reach USD 14.01 Billion by 2025, according to Market Research Future ([MRFR](#)).



Fail-proofing and accelerating innovation



Reducing time to market



Optimizing costs



Increasing and improving agility



QualityKiosk's QE Practices

QualityKiosk's Shift Left approach involves integrating testing and quality checks earlier in the development lifecycle, making fixing issues less expensive and time-consuming. Our close collaboration with developers and stakeholders, automated testing, CI/CD integration, unit

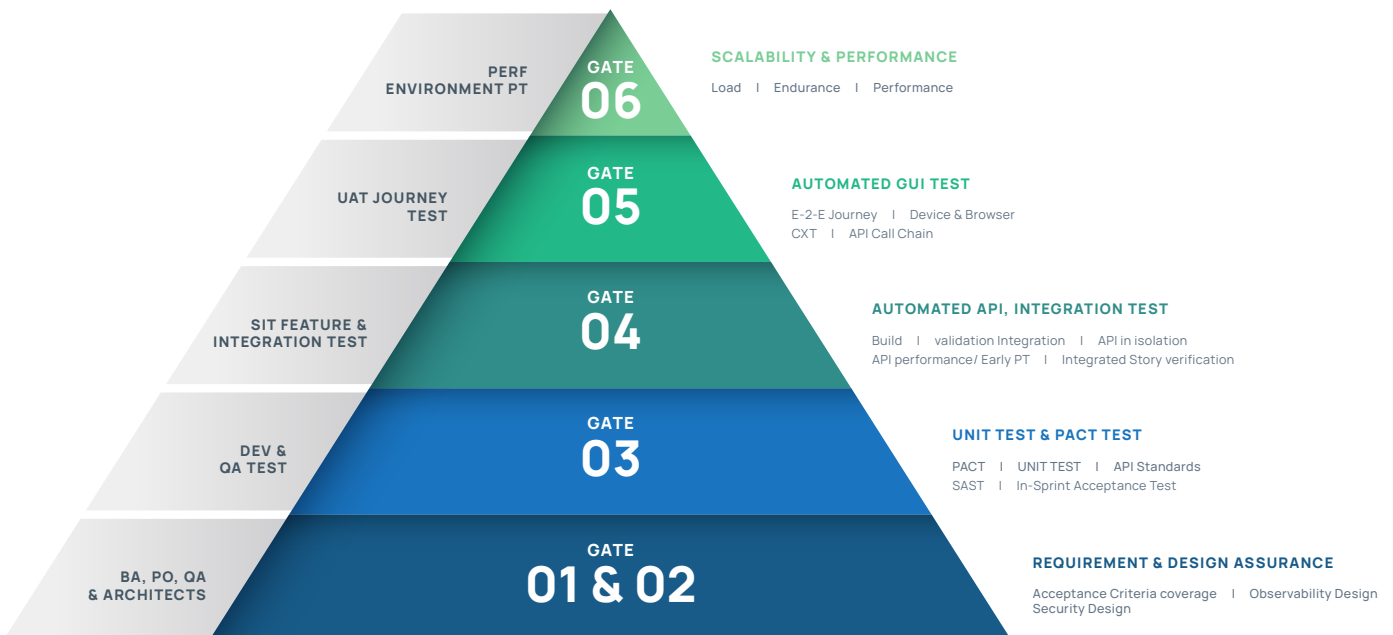
testing, and code reviews—all contribute to faster development cycles, higher-quality software, and greater customer satisfaction. The Shift Left approach – test early and often – ensures the entire system is optimized for usability, performance, and security.

Our Six Quality Gates for High-quality Outcomes

Automated Shift Left Quality Gates

Automated Shift Left Quality Gates

Stage & Gate based Quality Assurance



Why QE is growing in prominence

Use Case 1

Business challenge

The accumulation of technical debts results in high maintenance costs and negatively impacts product quality.

Solution

To mitigate technical debts, it is essential to incorporate quality considerations from the requirement and design stages. The distinctive Quality Engineering approach offered by QK, featuring six quality gates, minimizes technical debts and enhances product quality.

Use Case 2

Business challenge

Non-functional requirements are being tested in the User Acceptance Testing (UAT) stage, resulting in issues that cause delays in the project's go-live.

Solution

Performance and security testing in the DevOps process and observability in the test environment help identify and resolve scalability and reliability issues in the early stages of the Software Development Life Cycle (SDLC). This approach ensures that fundamental problems are addressed and mitigated before they escalate into costly delays and potential product failures.



What will you learn by attending the webinar?

01

Why automation is the key to success

02

How to move from QA to QE practices and reduce the number of quality gates

03

Understand the technical skills required for Quality Engineers

04

Challenges faced during QE implementation and overcoming them

05

How to improve release velocity while enhancing CX

06

Use cases on successful QE implementations





Let us help you take your ITOps to the next level with our expertise in reliability engineering, unified monitoring, and more. Contact us today at letsconnect@qualitykiosk.com or visit <https://www.qualitykiosk.com> to learn more.