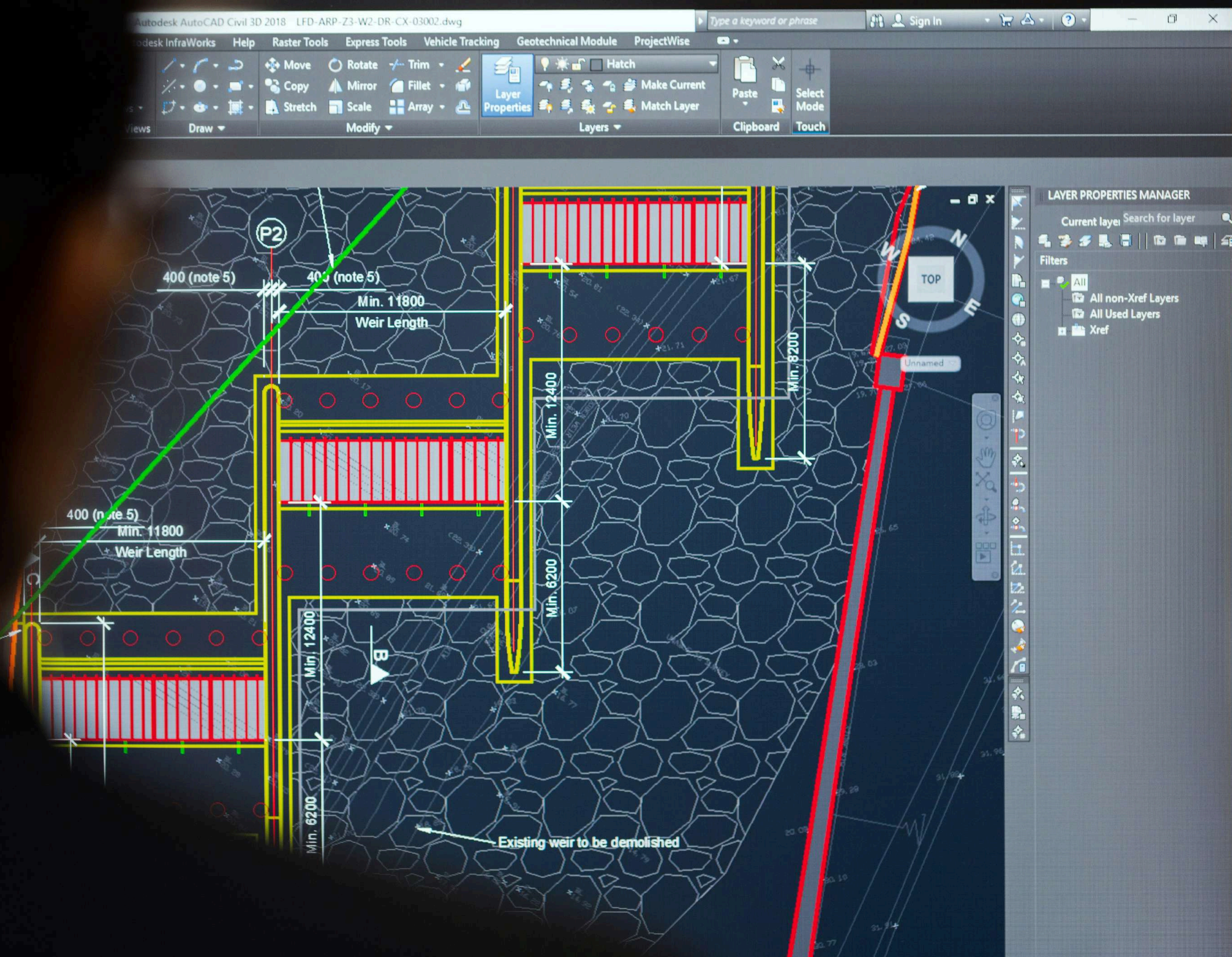


CASE STUDY | **Shift-Left with QualityKiosk (QK)**

From Reactive Testing to Managed Quality Engineering

for a Fast-Growing SAAS Product



Overview

A San Francisco-based SaaS company focusing on workplace strategy, design, and optimization, offers an AI-driven platform that unites people, data, and processes to boost workplace productivity.

As user expectations grew, the company recognized the need to improve their product quality. To provide greater value, they decided to shift from being reactive to adopting a proactive Quality Engineering (QE) approach.

That's when they partnered with QualityKiosk to lead this transformation, helping them "shift left" and deliver more advanced products.



Strategic Imperatives and Challenges

The company faced several hurdles during its transformation, leading to a strategic overhaul of its quality management approaches.



Broadening Testing Coverage

The workplace platform lacked coverage of functional, consistency, performance, and quality criteria, including business and tech context. So, they sought to increase test coverage and accuracy to increase product quality and reliability and prevent issues from getting into production.



Improving The Documentation Process

Any support/query tickets raised by customers were manually sorted, leading to a high mean time to resolve (MTTR). To reduce MTTR and increase customer satisfaction, it was necessary to enrich documentation, FAQs, and service processes.



Eliminating Automation Debt

They wanted to reduce their automation backlog, to improve efficiency and effectiveness to optimise their workflow productivity. This would in turn help accelerate their time to market significantly.



Adopting Active Monitoring

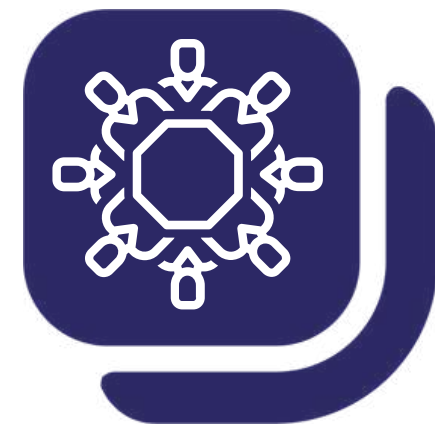
A lack of service mapping led to unpredictable failures and inconsistent alerts. An enterprise-wide observability approach was needed, which helps to anticipate issues before they impact end-users, enhancing the customer experience.

Our Approach

QualityKiosk collaborated closely with the client team to understand the critical challenges and recognized the need to transform DevOps and move to a shift-left quality engineering (QE) approach. The proposed strategy focused on a structured, outcome-driven QE roadmap from a thorough platform evaluation of their operations and systems.



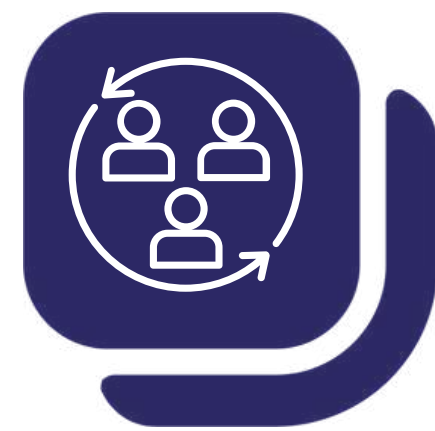
Proof of Concept (PoC) to validate project feasibility and benefits.



Weekly and monthly stakeholder sessions for ongoing alignment and feedback.



Redefined structures and processes to align with QE best practices.



Monthly '3 Amigos' knowledge circle for expert insights and continuous learning.



Cultural shift to quality engineering through focused training initiatives.

A thorough analysis of the company's current platform, ITOps, and AI integrations uncovered areas of improvement in QE approaches. This revealed opportunities for intelligent automation to shift from reactive QA to proactive QE.

QualityKiosk's roadmap, shown below, outlines the stages of quality engineering maturity—from exploratory testing to optimized QE—integrating QA and development practices.

Progressing through these stages helps move away from product issues, allowing the team to focus on strategic growth and innovation.

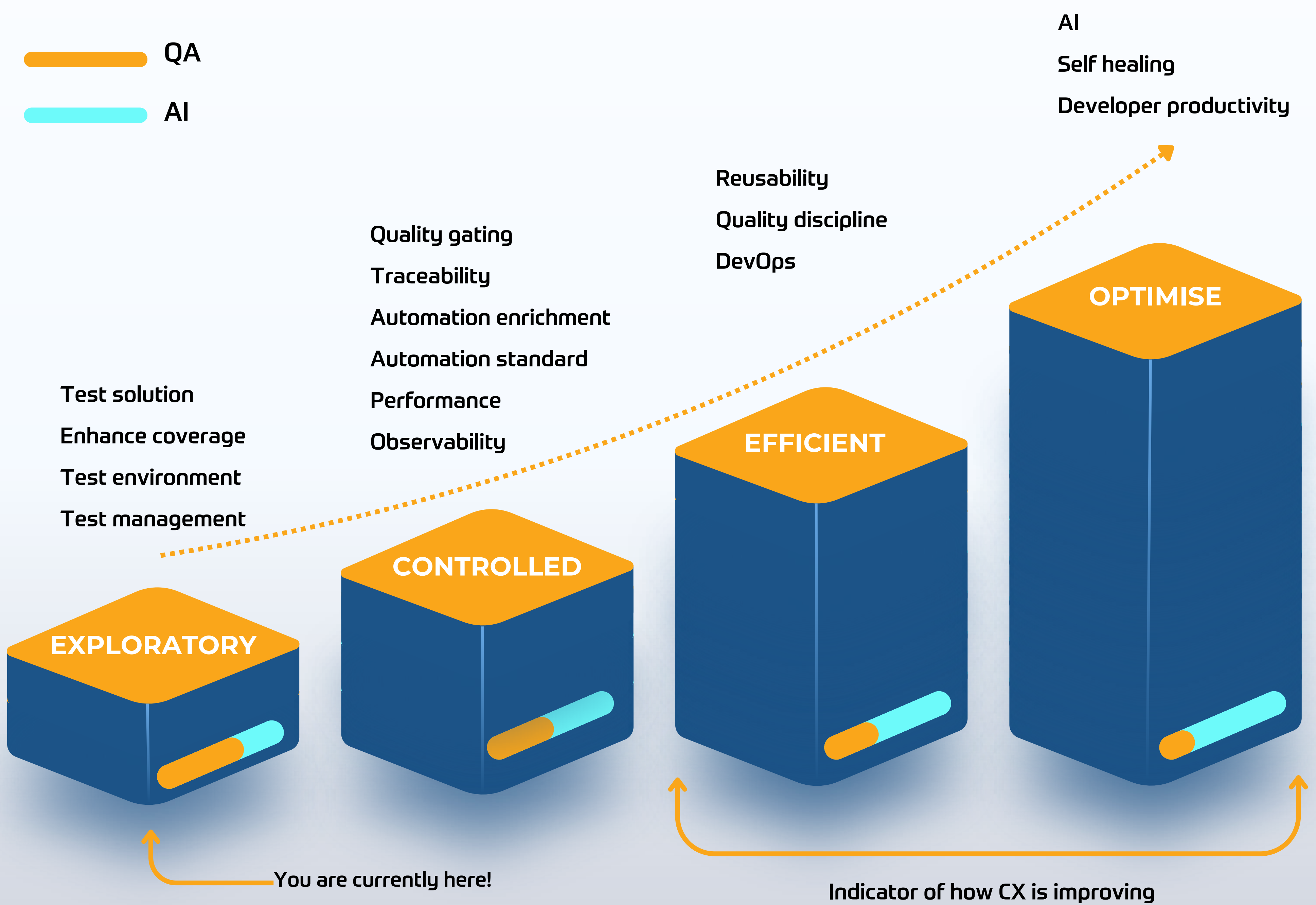


Figure 1: Quality Engineering Roadmap

QualityKiosk's Solution



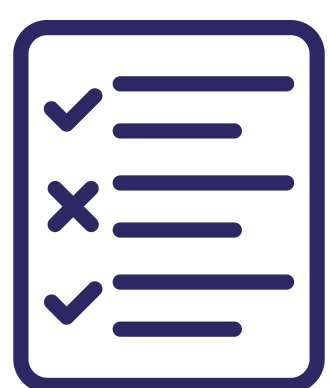
Enhanced Testing Scope and Speed

A context-driven testing approach was adopted, with specifications established for quality gating. This ensured very comprehensive automation testing. Custom scripts were developed to enable faster test data analysis and identification of gaps in coverage, which led to a more efficient, reliable, and accelerated testing process, and improved their product velocity.



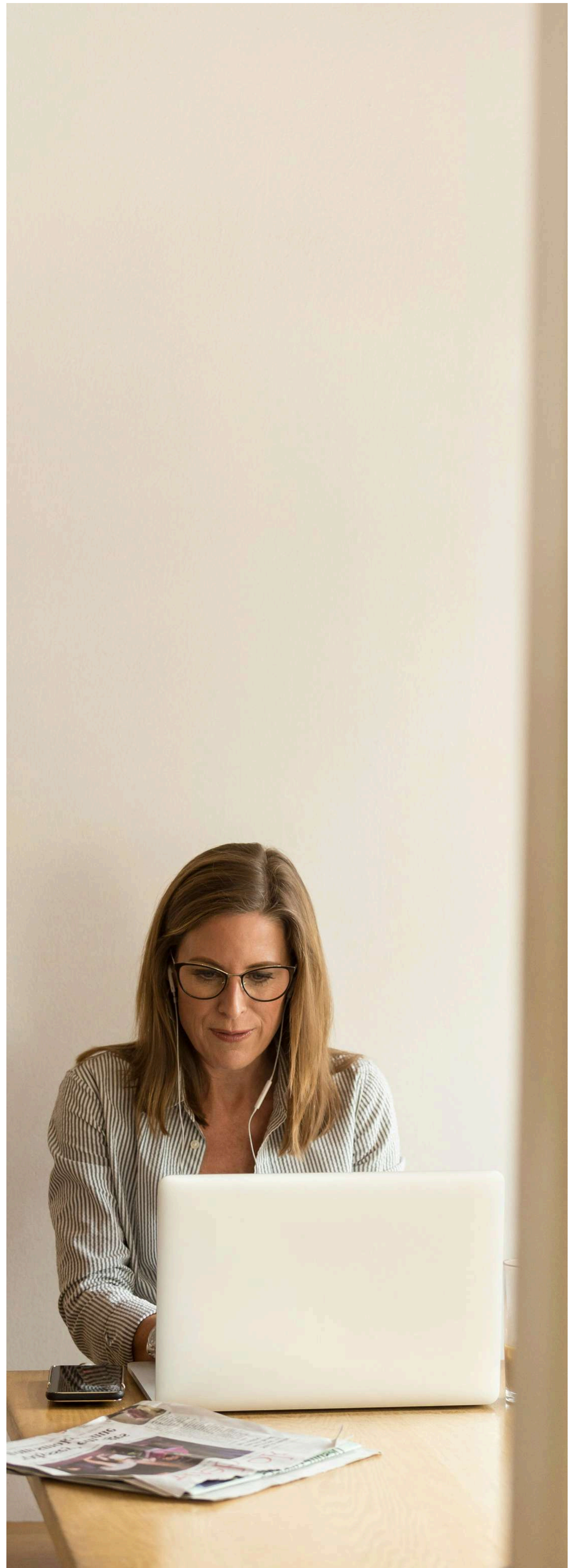
Automation Infrastructure Setup

A cloud architecture was set up using Docker for containerization and Jenkins for continuous integration and deployment. These tools optimized automation runtime and set up benchmarks comparing existing and new processes, thereby increasing efficiency.



Established QE Guidelines and Best Practices

For ensuring consistent quality throughout, we set up guidelines for quality control checkpoints, automation & coding standards, and acceptance criteria. QualityKiosk also set up an automated CI pipeline to provide efficient integration and deployment.





AI-Driven Customer Assistance

To optimize customer support and streamline the knowledge base, we initiated a DevRev PLuG implementation. PLuG generates a knowledge graph to assess user engagement metrics, thus reducing problem-solving duration and optimizing user satisfaction.

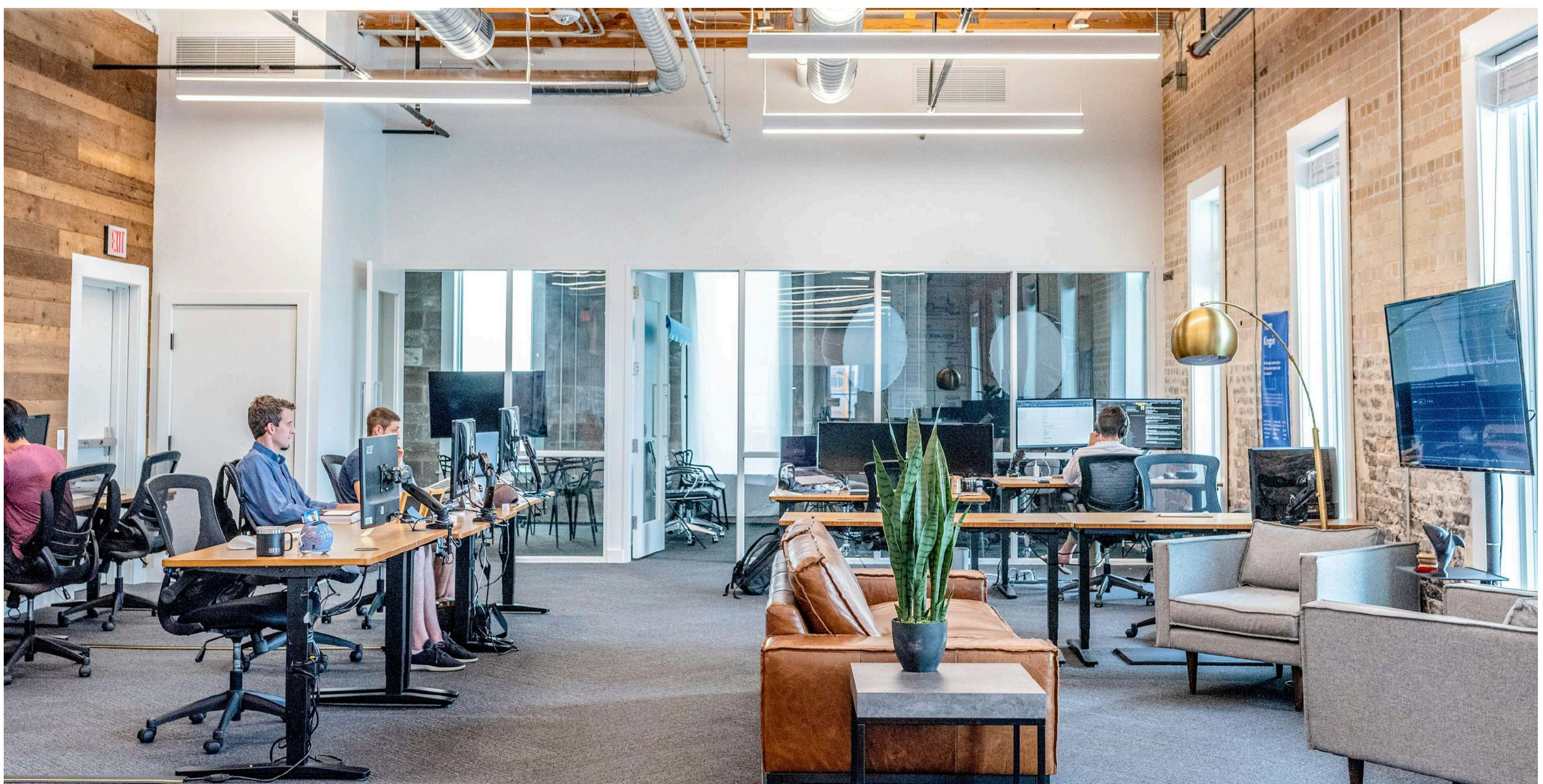
What's Next?

Data-Informed Cross-Team Perspectives

After stabilizing the quality assurance process, we integrated sales data with product engineering data. This has been giving a consolidated view into customer interactions and aid in better decision-making. The objective is to provide faster product updates and introduce new features with each release cycle—enhancing overall responsiveness to customer needs.

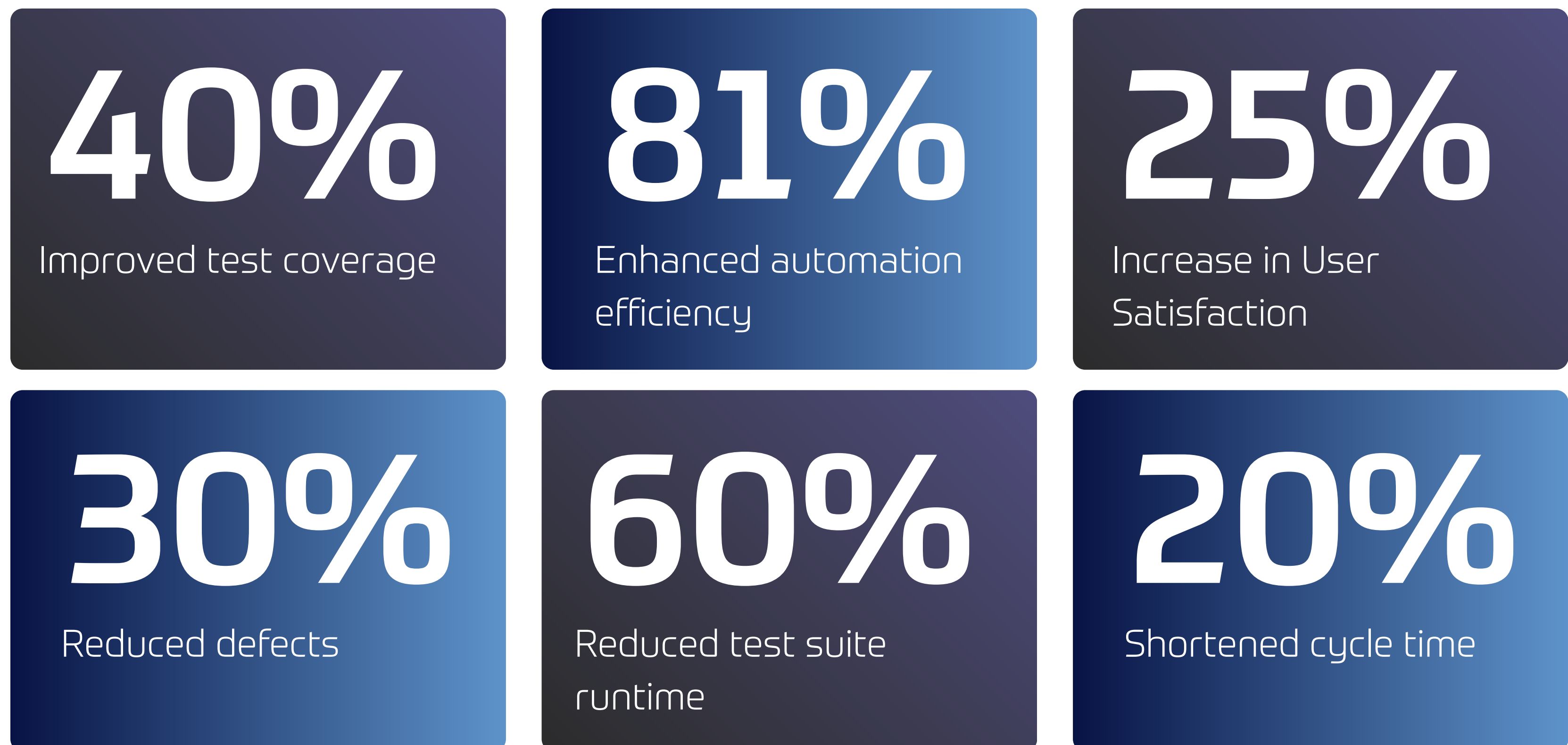
Customer Experience Tracking

We have proposed to the client to use DevRev's AI capabilities to assess every phase of the customer journey. Using DevRev we will integrate marketing, sales, and product engineering data. Tangible feedback will be gathered, enabling iterative product development and ensuring new features are aligned with user needs during release cycles.



Business Outcomes Delivered

The partnership with QualityKiosk led the SaaS workplace platform to successfully overhaul its quality management approach, resulting in a host of strategic advantages:



About QualityKiosk Technologies

QualityKiosk is a focused Reliability, Cloud, AI, and Product Engineering solutions provider. The company, established in 2000, offers diverse services enabling organizations to adopt and adapt AI in Product Development, Quality and Reliability Engineering, CloudOps and Automation. In an AI-first world, QK synthesizes deep domain expertise with excellence in technology to consistently deliver great experiences for its customers' customers.

Operating in more than 25 countries and with over 3,500 employees, QualityKiosk helps leading brands in banking, capital markets, insurance, automotive & manufacturing, technology & digital natives, consumer goods, and healthcare to transform their digital capabilities.

The company's expertise and achievements have garnered recognition from esteemed global advisory firms such as Forrester, Gartner, and The Everest Group for innovative, IP-led solutions and the significant value those solutions deliver to clients. For more information, visit www.qualitykiosk.com.