

# Enhanced Customer Experience through Defect-Free Application Landscape for Large Bank in the Middle East

## Client Overview

The client is one of the largest banks in the UAE and has a global presence with over 1 million customers. The bank offers a full range of services from retail banking to project finance and property management services.

## The Business Situation

The client is committed to providing exceptional customer service through digital initiatives powered by an agile IT organization and culture of innovation. To accelerate digital transformation, they wanted to simplify and improve their digital ecosystem that encompasses several e-channels such as internet and mobile banking, credit card systems, and more. Since the digital initiative is pivoted on a series of application upgrades, customizations, enhancements, and rationalization, a partner providing comprehensive QA services through flexible engagement models aligned with the business was mandatory to implement the digital roadmap as planned.

## The Solution

GS Lab | GAVS, with extensive expertise in QA Automation for major BFSI organizations, accelerated digital transformation and enhanced customer experience through defect-free applications delivered by these solution components:

- Business-aligned QA services – functional testing, performance testing, test automation, acceptance testing
- Flexibility and value delivered through various service models such as project-based, capacity-based, service level-based, rate cards
- Creation of Quality Management Office (QMO) for centralized program governance and to enhance value. QMO helps in focusing on implementing mechanisms, controls, and providing relevant interventions to ensure quality assurance of the software/product
- Collaborative approach to develop end-to-end test scenarios with the help of banking SMEs/business analysts
- Broad automation framework defining the scope/areas for automation, defining 'when to automate tests and when to leave them as manual tests', following the test automation pyramid
- Standardized test environments to ensure smooth deployments across different environments and reliability of automated tests results

## Challenges

- Complex digital ecosystem encompassing e-channels such as internet & mobile banking, credit card systems, and various business applications
- Need for application upgrades, customizations, enhancements, rationalization
- Requirement for flexible engagement models for QA, aligned with business for accelerated digital transformation

## Solution Highlights

- Business-aligned QA services delivered through flexible service models
- Quality Management Office (QMO) for centralized program governance and enhanced value
- End-to-end test scenarios developed in collaboration with banking SMEs/BAs
- Automation framework defining the scope/areas for automation
- Standardized test environments

## Solution Outcomes

- 99% Defect Removal Efficiency (DRE)
- 20-30% cost savings due to flexible and on-demand testing models
- Enhanced customer experience through highly stable apps and standardized environment
- Faster time-to-market driven by tools for automation and reusable accelerators
- Transparency, governance, and seamless knowledge management through QMO