

**ZenSár**



**CASE STUDY**

## Digital Transformation with Zensar

The client **partnered with Zensar** for **End to End Product Testing** with a focus on **improving digital experience**. We built and implemented a robust Product Testing Strategy and Framework for the Testing of Product implementation. This included customizations, upgrades and integration across the digital application landscape such as web/mobile, inventory, stores, OMS, WMS, Shipping and ERP systems. During this process our digital testing team helped customers onboard the omni-channel platform as part of their digital transformation journey. During our association with the client for 6+ years, we ensured continuity in business without any instances of critical defect leakages to production.

### Company:

The client is one of the foremost independent chain-store groups in South Africa with multi-sites for various brands.

### Headquarters:

Cape Town, SA

### Products across the digital commerce landscape

- Oracle ATG Commerce Suite (BCC, eCommerce & CSC)
- Manhattan Associates – OMS, WMS
- JDE, EPICOR – POS & CRM
- Adobe Scene7, Akamai, Cybersource
- Other products for integration
- Commerce through instore, web, msite and app

### Challenges

- Broken user experience across omnichannel due to lack of standard processes
- Need for faster system customizations, upgrades and multi-site rollouts (13 sites)
- Loss of business due to site/app performance and payment security
- Inconsistent and unstable application support during “Rush Hour” (peak season)

### Solution

- Tailor Zensar’s Omni-Channel and Customer experience test flows to build robust End to End Integrated Tests
- AI/Analytics based Tests for superior omni-channel Customer experience with high re-usability
- Digital testing strategy with a focus on improved digital channel traffic and Search Engine Optimization
- Zensar’s innovative Rush hour readiness testing for withstanding high user load and generating improved response time up to 20-30% during peak seasons
- Zensar’s rapid product testing framework to streamline the entire test process across ecommerce end to end landscape

## Top Benefits Achieved

**42%**

Testing Cycle duration reduced by 42%

**30%**

Increase in omni channel traffic with enhanced user experience

**275%**

Increase in Site Stability