

Modirum Platforms partnering with HeadSpin helped one of the biggest Telco Companies to Enhance Customer Application User Experience



About the Client

A telecommunications brand used by multiple independent brand-licensees worldwide. Its services are available across 10 countries.

The Need



The client sought to improve user experience and performance in its consumer application to better align with its digital-first business model.



With increasing testing demands, there was a need for enhanced automation and performance testing solutions to complement manual functional testing and provide greater visibility.



Optimizing testing cycles became crucial to accelerating app releases and ensuring a seamless QoE for end customers.

The Solutions

Client leverages highly secure Air-Gapped On-Premise solution for performance testing of their consumer application

The client performs continuous automated testing of critical user journeys such as page navigation, browsing & selecting subscription plans, changing the password, ordering SIM cards, tracking usage info such as data/minutes usage and active plans.

Professional services team created automation test scripts to perform continuous regression testing

Created custom dashboards to track test summary (pass/fail analysis) and performance KPIs related to Page Load, login duration, launch time, and more.

Now there is detection of performance dips and app outages instantly with the help of real-time alerts and visibility into errors related to system downtimes.

After successful app performance testing customer is now moving forward with automating the web page testing.

The Results

Achieved the highest CSAT and NPS scores in the UAE, further increasing year over year

Data-driven actionable insights to improve performance

Reduced downtime by quickly detecting & fixing app outages

About HeadSpin

HeadSpin is a global digital experience testing platform with an extensive device network spanning 50+ locations. It supports manual and automated testing on various devices, including mobile phones, browsers, media players, and automotive systems. The platform employs data science-driven analytics to expedite issue resolution and improve cost efficiency for leading global enterprises.