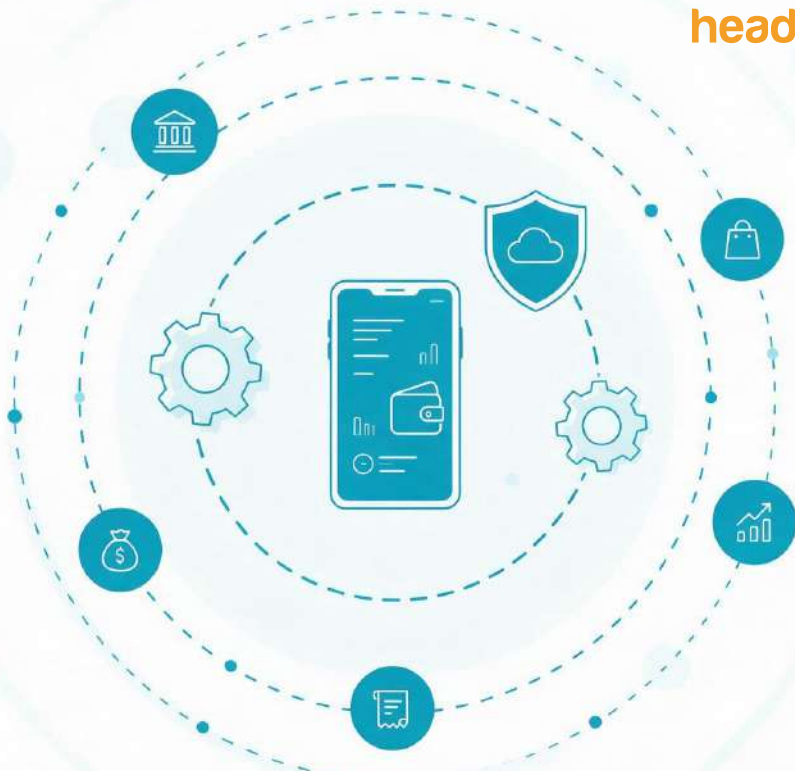


How HeadSpin Helped a Leading Indian Bank Improve Digital Banking Testing

About the Client

The client is one of India’s largest banking and financial services providers.

Industry: **BFSI**
Employees: **78,000+**



The Challenges

The bank needed to validate end-to-end user journeys across several banking services, including:



Payments



Purchase of banking products
(fixed deposits and recurring deposits)



Transaction history

The application also supported multiple ways for customers to access banking services, including phone banking, internet banking, and WhatsApp.

Testing was further complicated by the number of possible paths within individual journeys. For example, payments could be processed through UPI, IMPS, NEFT, or RTGS.

The bank also required a setup that allowed devices to be evaluated without security concerns.

The Solutions

HeadSpin worked with the client through a Data as a Service engagement.



Dedicated Devices on an Isolated Network

HeadSpin deployed dedicated devices on an isolated network to address the client’s security requirements.



User Journey Testing

HeadSpin created separate user journeys for different banking scenarios and evaluated each journey individually. This helped the team test the different ways customers could interact with the bank across supported channels and services.



Automation for Complex Banking Journeys

HeadSpin used automation to reduce the effort required to test complex user journeys. This was particularly useful for workflows such as payments, where users could complete the same activity through different methods, including UPI, IMPS, NEFT, and RTGS.



Phased Approach

HeadSpin’s professional services team evaluated the application and followed a phased approach to improve the overall application experience.

The Results



Secure Application Testing

The dedicated device setup and isolated network enabled the client to test the application while addressing its security requirements.



Reduced Testing Effort

Automation reduced the effort required to test complex user journeys and multiple workflow variations.



Improved Application Experience

The client was able to improve the experience around its core banking services.



Improved Customer Response to Offers

The client also saw improved customer response to offers provided through the application, creating additional opportunities to engage with customers.

Impact



Secure Testing

Enabled secure application testing using a dedicated device setup.



Reduced Testing Effort

Automation reduced the effort required to test complex banking journeys.



Improved Customer Engagement

Improved customer response to offers provided through the application.