

90% Fewer Escalations: The Automation Turnaround for a Loyalty App



A U.S.-based retail technology company specializing in customizable loyalty programs and healthcare engagement platforms faced QA challenges due to fragmented mobile-web workflows. We enabled end-to-end test automation across devices and integrated continuous testing into every build cycle.

Centralized code management improved collaboration, while behavior-driven practices aligned testing with business goals—resulting in faster releases, fewer bugs, and seamless cross-platform validation.

Impact

We automated end-to-end testing and delivered impactful results:

reduction in customer-side escalations

test coverage across web and mobile workflows accelerated release cycles with every deployment

enhanced product quality with early bug detection

Tezo Edge

Operational Pressure

Strategic Intervention

Manual testing was slow and error prone. Teams spent more time finding bugs than fixing them.

both web and mobile testing-fast, accurate, and repeatable.

Introduced Selenium and Appium to automate

talk well. Orders started on one platform

The mobile app and web portal didn't

worked seamlessly together from start to finish.

Built unified test flows to ensure both platforms

Users kept finding issues before QA



Full automation coverage meant every key scenario was tested-nothing left to chance.

Releases were getting delayed. Manual regression testing ate up valuable time.



Jenkins pipelines integrated with Maven and TestNG enabled automated test execution for every build.

Collaboration suffered without clear version control.

It was hard to keep track of changes.



We integrated GitHub to streamline tracking, collaboration, and code management.

Tech Stack

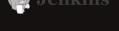












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