

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:

90%

reduction in customer-side escalations

100%

test coverage across web and mobile workflows

2X

accelerated release cycles with every deployment

100%

enhanced product quality with early bug detection

Tezo Edge

Operational Pressure

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

The mobile app and web portal didn't talk well. Orders started on one platform

Users kept finding issues before QA did.

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

It was hard to keep track of changes. Collaboration suffered without clear version control.

Strategic Intervention



Introduced Selenium and Appium to automate both web and mobile testing- fast, accurate, and repeatable.



Built unified test flows to ensure both platforms worked seamlessly together from start to finish.



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



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



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

Tech Stack

 Selenium appium™ TestNG Maven™ cucumber GitHub Jenkins

Let's build your AI advantage.

If you're rethinking how your systems, data, and teams should work together, you're in the right place.

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