



Optimizing communication platform through automation

Eltropy is a leading digital conversation platform for community financial institutions (CFIs). With AI-driven tools, it streamlines operations, enhances customer engagement, and boosts productivity via secure, compliant communication channels. The platform integrates text, video, secure chat, co-browsing, screen sharing, and chatbot technology into a unified solution.



Key highlights

2X+

account growth due to exceptional performance

94%

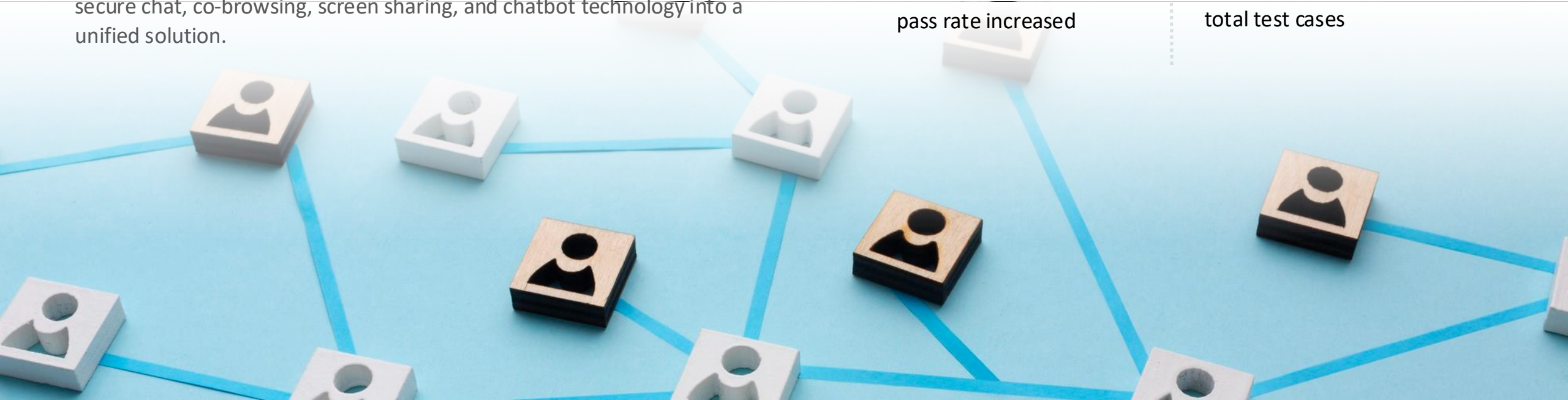
automation coverage achieved

69% to 82%

pass rate increased

2000+

total test cases





Problem statement

The client faced challenges with their test automation for their platform and APIs across multiple communication channels (text, audio, video, co-browse, chat). These challenges impacted release velocity and stability, potentially leading to higher operational costs and affecting customer satisfaction.

Solution

As a strategic partner, Qapitol developed and implemented a tailored Unified Test Automation Framework (UTAF) for the client APIs, web, and mobile applications. Our team of SDETs and automation experts collaborated closely with the client to design a solution that addressed the challenges and delivered long term benefits.

- Developed a customized UTAF covering client's all communication channels
- Built automation scripts for web, mobile web, and APIs across desktop (Chrome, Edge) and mobile browsers (Chrome, Safari).
- Integrated the test automation suite into client's CI/CD pipeline for continuous testing of all builds and releases.

Business outcome

- Saving over 1,300+ hours of manual effort and accelerating releases, resulting in faster time-to-market.
- Improved defect detection & product quality, resulting in a 15% reduction in post release issues, which led to stronger word of mouth referrals and increased sales.
- Upgraded the Test Automation Framework from Sauron 3 to UTAF (Sauron 4), increasing execution speed by 90% and reducing maintenance efforts by 30%, lowering operational costs.
- Consulted on refining QA processes and aligning them with industry standards, streamlining workflows and enhancing quality assurance.