

TELEHEALTH

DIGITAL ASSURANCE

End to End app portfolio management

Development, QA and Customer Support

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OVERVIEW

Our client is a leading global consumer products company.

Offering creative products and solutions for our customers through a diversified portfolio of well-recognized and widelytrusted brands.. The client sought our help to enhance their app capabilities from engineering, QA and customer support perspectives.

For more case studies, visit: www.globalstepdigital.com/insights





CHALLENGES

- Limited delivery team's bandwidth leading to a long list of pending features, enhancements, fixes and best practices to be implemented
- Struggling to maintain all apps while launching new apps
- Poor customer support and response due to limited customer care teams.
- Limited testing of the old apps resulting in an increase of customer complaints due to defects/issues
- Challenges in implementing best practices in software development on cloud, QA, databases and customer support
- Inability to track and close customer support issues on a priority

SOLUTION

- We put a dedicated team of developers, testers and a customer service team to look after the complete portfolio of apps so the client's team could work on other priority tasks
- Customer service team to keep a close eye on all platform and Call Centre tickets, to have quicker resolutions. Our customer service team also respond to customer complaints
- Integrated solution to work seamlessly between customer service, Dev and Test
- Plan for scheduled and adhoc deployment as per the need
- Regular updates for all the apps
- Best practices to track issues end to end.

RESULTS

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85%

Improvement in app updates

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24x7

Customer service tracking problems and service requests to closure ٢

Enhancement of their product lines in quality, performance, security, scalability and availability

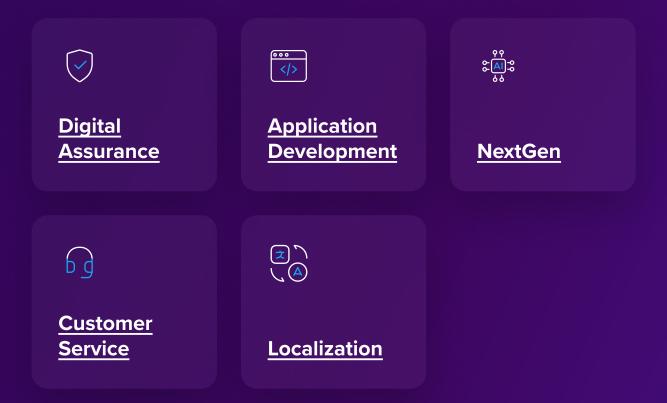


90%

Test coverage increased of product functionality



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