

The Ultimate Digital Customer Experience Playbook

IF YOU BUILD IT WELL, THEY WILL COME

eggplant

Test Automation Software

The Digital Customer Experience

Steve Jobs once said,

“You’ve got to start with the customer experience and work backward towards the technology, not the other way around.”

His words are as true today as they were when he first proclaimed them. In an era where consumer buying patterns have fundamentally changed and customers are more digitally savvy than ever, delivering a seamless digital experience that delights every time is simply the only way companies can compete and win.

While the definition of customer varies by industry, company and department, all users are united by their high expectations for quality digital offerings and services. For example:

- Consumers navigating a healthcare insurance site during open enrollment demand intuitive, easy-to-access content
- Retail customers availing of mobile apps or self-checkout kiosks will switch to a competitor if these systems experience performance issues or fail to impress them
- Sailors, pilots and other users of naval, aerospace and defense technology rely on the usability of mission-critical systems and cannot afford any downtime or glitches



Across these and other industries, the need to deliver a high-quality digital experience regardless of device, operating system or user is of paramount importance.

But there's a catch — customers are unpredictable and are not necessarily going to engage with your technology in the way that you envision. So, how can companies address this issue and ensure that any customer interacting with their site or application has their expectations met and, hopefully, exceeded?

By conducting intelligent, AI-driven testing that forgoes the legacy approach of testing code to instead approach testing from the user's perspective. Rather than simply providing pass/fail insight or compliance results, this user-centric testing strategy allows companies to experience their technology as their customers do. And as a pioneer in AI-driven automation, Eggplant empowers organizations to embrace this customer-centric approach while simultaneously laying the framework for process improvements that drive greater technology efficiencies and bottom line results.

We do this through:

Computer vision and Intelligent Image-Based Testing

Eggplant's unparalleled intelligent image-based approach views the screen in the same way as it appears to a customer

AI and Machine Learning

Drawing on the latest in AI and ML, we help organizations uncover the riskiest areas of their technology and also identify which components and functionality are most critical to the customer experience

Automation

From there, we automate workflows to test this customer experience and other key KPIs within every environment at every stage

Continuous Optimization

Our continuous, intelligent approach enables organizations to predict the impact of new releases and investigate other "what if" scenarios, so that all upgrades are timed to optimize the digital experience

In addition to these benefits, Eggplant allows companies to become customer-first organizations while simultaneously addressing two equally important demands: releasing at DevOps speed and driving better business outcomes through technology investments.

DevOps Delivers Digital Results

With a testing strategy that focuses on the end-to-end customer experience, DevOps teams have critical intelligence on where problems exist — significantly reducing the time it takes to resolve these issues.

Perhaps more importantly, continuous intelligent testing feeds data back to DevOps, ensuring that relevant customer experience insights are incorporated into the development process as seamlessly and efficiently as possible. This lays the foundation for DevOps at scale, meaning companies can meet customer experience demands and deliver innovation faster in a continuous manner, all while devising strategies to expand DevOps throughout the organization.

As Albert Einstein said,

“The only source of knowledge is experience.”

Eggplant provides organizations with an unlimited knowledge source that enables them to test and deliver smarter, based on how customers are actually interacting with the technology.



Determining Technology's Impact on Business Outcomes

Understanding how technical factors impact business outcomes — and how this differs across various components of the site — provides actionable insight for companies to optimize the customer experience while also driving bottom-line improvements. We enable companies to analyze critical data points such as:

- How page load times are affecting conversions, session length, bounce rate and revenue
- Which pages are the slowest
- How performance relates to device, browser, ISP and location

Customers' expectations of speed and performance differ based not only on industry, but also on the individual pages and components of the site or application. By knowing exactly how each area is performing, companies can make more informed decisions about optimizing infrastructure and improving the customer experience.

Eggplant also draws on real user data from any system, device or platform to relate this behavior to desired business outcomes like completed transactions or new customer acquisitions. If there is a drop in desired business KPIs or a production error, we can determine whether it's a functionality, performance or usability problem and help companies take swift action to remedy the issue.

Putting Customers in the Driver's Seat

Research has found that 61% of consumers in the US and UK have stopped doing business with brands they believe provide a poor customer experience.^[1] Another survey of business users discovered a strong link between the organization's perceived competitiveness and the quality of its digital employee experience.

^[2]

In this environment, it's critical that companies put their customers or users in the driver's seat; and part of this is vetting technology through their eyes. As such, the first step in becoming a customer-centric organization is ensuring that all stakeholders recognize testing's strategic importance. It's essential that companies invest in and prioritize the innovation powering their testing platform in the same manner they do their digital capabilities themselves. Otherwise, the success of these digital initiatives will be curtailed at best or, at worst, stymied by factors that could be easily avoided with a modern, customer-driven approach to testing.

Eggplant gives testing teams the power to delight their customers — and their boardrooms — by delivering technology that provides an engaging experience while simultaneously driving positive business outcomes. Or, to put it another way, we help organizations follow Steve Jobs' advice. And what company wouldn't want to do that?

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