

## Global Fashion Retail Brand Implements Salesforce Commerce Cloud to Advance CX, Interoperability and Functionality



### Challenges

Enable sales and service transformation to strengthen ecommerce proposition.

Replace legacy WCS system with the latest Salesforce Commerce Cloud.



### Solutions

Advanced 'root and branch' Salesforce Commerce Cloud implementation.

Qualitest developed a robust test strategy, test plan and test reporting with 100% coverage.



### Results

Salesforce Commerce Cloud successfully implemented with consistent quality.

Faultless delivery of both Commerce cloud and Service cloud 100% bug free at pre and post go-live.



## Client overview

The Client is one of the world's largest and most admired fashion companies, connecting with consumers in over 40 countries. Their iconic brands include some of the best-loved high-street fashion labels in the world. The Client has served their customers with a well-established chain of physical stores, and in more recent years with iterative ecommerce websites, to make the buying process convenient for their customers.

## Top of the shopping list: a more sophisticated ecommerce platform

During and after the pandemic, as business from physical stores remained inconsistent, it became apparent to all businesses that they would need to strengthen their online presence. In the context of this boom in online sales, and to better serve their customers, the Client decided they needed a more robust, integrated and capable ecommerce system. One which would enhance their customers' shopping experience and handle peak loads and complex business rules.

**“ The Client decided they needed a more robust, integrated and capable ecommerce system. ”**

Until a few years ago, PVH was using IBM WCS to run the ecommerce sites of two of its major brands. It was a single-tenant system, later acquired by HCL. Although capable of delivering complex functionality, the WCS system was challenging to upgrade and keep up to date due to the sheer amount of time and manpower involved in implementing and testing upgrades, thereby increasing operational expenditure. Further, as a single tenant system, WCS could not be scaled to regional sites for the brands as each site would need to be created individually.

The above challenges led to the Client taking the decision to embark on an ecommerce digital transformation. By replacing the existing WCS system with Salesforce Commerce Cloud (SFCC), they sought a proven multi-tenant solution that would allow fast multi-country and multi-brand rollout of ecommerce offerings.

## Dependable end-to-end Service Cloud Quality Assurance testing

Qualitest had been engaged with the Client prior to this project, offering “Excellent” end-to-end QA support for testing the Client's existing IBM WCS setup, as well as testing integration between ecommerce, sales and customer service (Salesforce Service Cloud) systems. Considering the proven expertise, the Client was happy to partner with Qualitest once again to provide QA for this digital transformation endeavor.

We formed two high-performance testing teams. One to test ecommerce functionality, which included product load, article master, product display pages, product listing pages, shipping, discounts, promotions etc.

The other team specialized in testing integrations between commerce cloud, marketing cloud, service cloud and database systems, including testing of customer profile sync, transactional emails, sales data publish, loyalty and rewards testing, etc.

Both testing teams, while exhaustively testing the applications they were assigned to, complemented each other in covering the entire scope of the project.



## Systems/Integrations Tested:

- Salesforce Commerce Cloud
- Salesforce Service Cloud
- Acquia
- MAO (Order Fulfilment)
- Re-executions
- Mulesoft APIs for transaction lookup, transactional emails, etc.
- Island Pacific Sales Publish
- SAP Sales Publish

## Test and Bug Management Tools:

- Jira
- Jira X-Ray
- Jira Zephyr
- ALM Octane

Our project teams were expeditious in understanding the current system landscape and worked closely with the Client project and product management teams to gain knowledge of the functionality being developed and the future state flows. This understanding helped the teams to devise their test strategy and testing cycles to cover the end-to-end scope of the application.

### Test Planning

Building on the in-depth understanding of the current and future processes, Qualitest teams were able to craft a well curated test plan considering various factors such as test environments, functionality availability, integrating system availability, etc.

### Test Scripting

Meticulously created test scenarios ensuring 100% test coverage for the functionality while considering both positive and negative scenarios. The scenarios were then reviewed and approved by relevant business stakeholders and their feedback captured accordingly.

## Execute and Analyse

All test scenarios were executed as per the planned cycles. Extensive detailed evidence was captured for passed scenarios using tools like screen recordings, screenshots, etc. For the failed scenarios, the test team created bugs for the dev team explaining the issue in detail and providing the steps to reproduce the issue.

### Re-executions

Qualitest team made a practice to follow standardized bug life cycle to transition bug statuses. Any bugs assigned for retesting were exhaustively tested and corresponding evidence was captured prior to closing the bug and passing the linked test scenario.

### Unified Dashboards

The business stakeholders were given a detailed report showing a holistic view of the project performance such as test execution rate, burn down charts, open bugs, ageing bugs, etc. Dashboards were created in Jira for the product, development and testing teams to always be aware of the correct project status.



## Key benefits

Overall, the Qualitest Service Cloud testing team successfully tested with so much precision that the implementation achieved:

- 100% test coverage – the successful system testing and regression testing of all Service Cloud core functionality
- 0% defect leakage into production
- Identification and eradication of 1000+ defects in SFCC prior to go-live
- Business's testing teams trained in UAT testing

“ Considering Qualitest’s proven expertise, the Client was happy to partner once again to provide QA for this digital transformation endeavor. ”

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