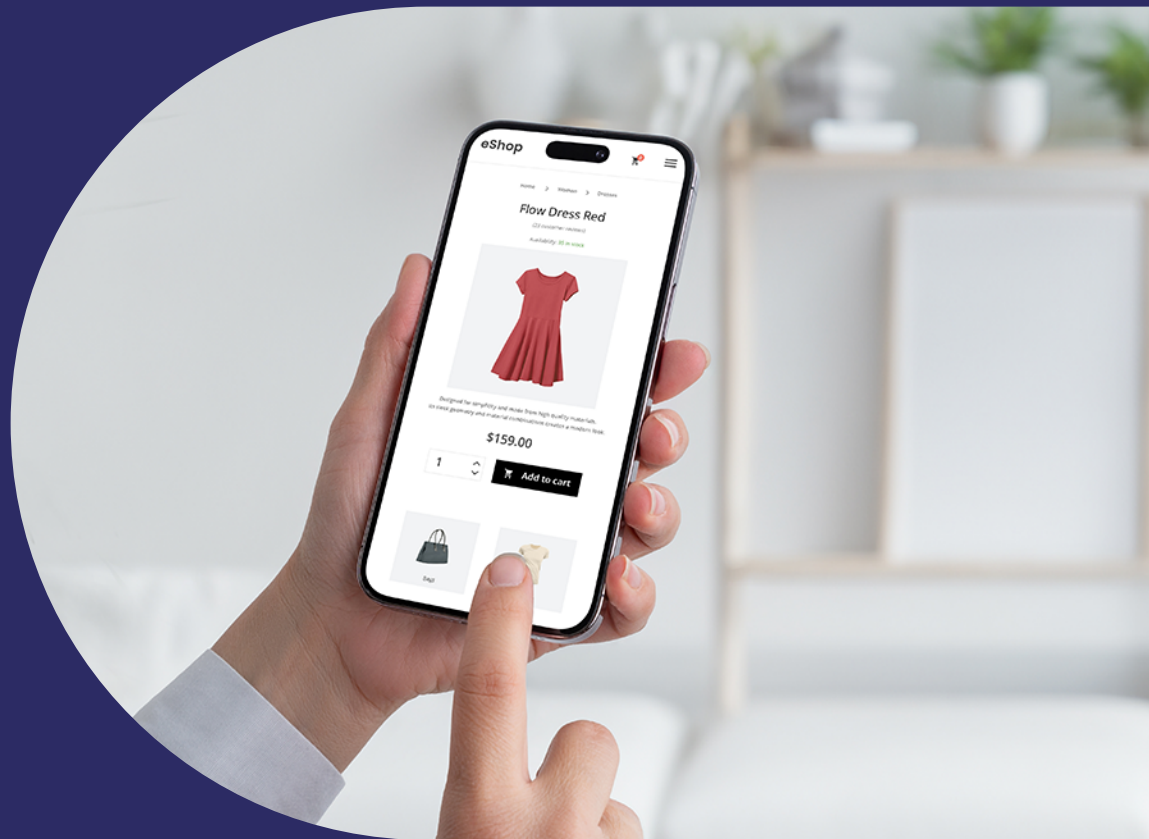# QUALITEST™

Qualitest Helps Leading Apparel Retailer Achieve a Ten-fold Increase in Customer Satisfaction

Challenges

Delivering a flawless product despite complex workflows in the chatbot and challenges with various dashboards in the Tableau CRM.

Handling a large rise in the number of online inquiries from customers and providing self-service options to customers.

Solutions

Extensive testing of the Client's new self-service channels as well as creating a handbook of all chatbot workflows for every use case.

Adding a self-service site based on Salesforce Experience Cloud to set up a comprehensive knowledge base.

Results

New workflows created enabled queries to be answered quickly and comprehensively, with a ten-fold increase in customer satisfaction.

Customers gained a more streamlined experience through the Self-Service options without having to speak to an agent.
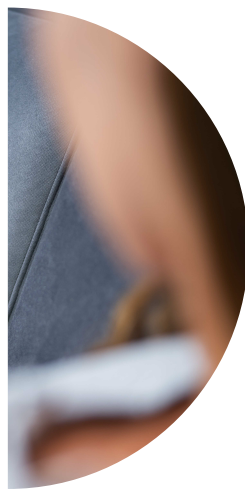
Client overview

Our Client is one of the world's largest and most admired fashion companies, connecting with consumers in over 40 countries. Their 140-year history is built on the strength of their brands, their team and their strong commitment to drive fashion forward for good. Their iconic brands include some of the best-loved high-street fashion labels in the world.

They have been serving their customers with their well-established chain of physical stores as well as through eCommerce websites built to make the buying process as easy as possible and convenient for their customers.

They look to the future every day by building on their core strengths with their priorities being to deliver sustainable growth through their aspirational product range, to support their pillars of corporate responsibility to advance the communities where we work and live, and develop a talented and skilled workforce to embody their values.

Blending physical stores with eCommerce across multiple geographical locations

Our Client has various physical retail stores as well as eCommerce sites for their multiple high-end fashion brands spread across multiple geographies. Along with a high-end sales experience that they pride themselves on through their retail channels, it was very important to them to provide a seamless customer service experience across their brands to cater to customer inquiries about their products and services.

Our Client was already using Salesforce Service Cloud for customer support and using interaction channels such as email for handling online customer inquiries related

to their fashion products. Over time, the number of online inquiries from their customers started to rise which presented a challenge of how to handle them efficiently. Our Client wanted to offer more self-service options so their customers could get the information they needed without having to contact an agent.

To overcome this challenge, our Client decided to enhance their customer service offerings by implementing a Self-Service site based on Salesforce Experience Cloud to set up an exhaustive knowledge base. This knowledge base was set up with detailed help articles for addressing their most common inquiries such as FAQs, their returns process, shipping policies and payment policies. In addition to the self-service site, a Salesforce Chatbot was also implemented to act as a self-service tool that could be launched from the eCommerce site as well as the knowledge base and deflect cases by suggesting help articles based on individual customer needs.

Unlocking the power of personalization to deliver first-class customer service

Our cloud service functional test team started by working closely with our Client's product teams to understand their current customer service landscape as well as the future state system with integrated Salesforce Experience Cloud and Chatbots. Based on their understanding, the team was able to design a well-rounded test strategy that included functional testing of knowledge bases and chatbot workflows along with a robust regression testing cycle to ensure that existing channels didn't get impacted.

Furthermore, the project's scope was to deliver enhancements to our Client's existing customer service flows and to seamlessly support past, current, and future customer inquiries for assistance with queries about products, services, billing, loyalty points, and returns by introducing two new self-service Salesforce tools. The project also utilized Tableau CRM to create an insightful dashboard to track key metrics such as customer satisfaction, average handling times and agent utilization rates.

The process that was followed to achieve success for our Client included:

- **Test Planning**: building on the in-depth understanding of the current and future processes, our team was able to craft a well curated test plan for our Client which considered various factors such as sprint planning, test environments and functionality availability.

- **Test Scripting:** we created detailed test scenarios ensuring 100% test coverage for functionality while considering both positive and negative scenarios. The scenarios were then reviewed and approved by relevant business stakeholders and their feedback captured accordingly.

- **Executed and Analysed:** all test scenarios we created were executed in line with planned cycles. Extensive detailed evidence was captured for the scenarios using tools like screen recordings and screenshots. For the failed scenarios, we created bugs for the development team explaining the issues in detail and providing the steps to reproduce them.

- **Re-executions:** we created a standardised bug life cycle to transition bug statuses, and any defective bugs were exhaustively re-tested with corresponding evidence captured prior to closing the bug.

- **Test Report:** 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 and ageing bugs. Dashboards were created in Jira for the product, development and testing teams so they could always be aware of the correct project status.

> " **Qualitest helped us to enhance our customer service offerings by implementing a Self-Service site based to set up an online knowledge base. Through this we achieved a ten-fold increase in our customer service provision.** "

Key benefits

- A robust suite of 900+ functional and regression scenarios was created which captured 100% of our Client's requirements.

- Close to 200 bugs were raised during various stages in the project which ensured a 0% defect leakage in production.

- Extensive performance testing was undertaken for chatbot workflows that covered orders, products, returns, shipment, case creation, escalation and other workflows for case deflection which thereby improved customer self-service activities.

- The integration between the chatbot and Narvar which is a system used for tracking orders, starting returns and exchanges and their respective statuses was successfully validated to ensure real-time updates on customer inquiry.

- A Salesforce knowledge base was created and tested, and the articles included in it were validated for content and categorization. These articles included information on the most common customer inquiries such as FAQ's, orders, returns, shipping and products.

- Case assignments were validated using webforms(Web to case) to ensure complete data capture on each case as well as queue assignment using assignment rules and omni-channel assignment as soon as an agent becomes available to work on each individual case.

- In addition to functional and regression cycles, a performed a Salesforce release regression update was performed to ensure the Salesforce upgraded instance didn't cause any issues with the new and existing functionality.