



HOW CAN YOU EXCEED
USERS' EXPECTATIONS
IF YOU DON'T KNOW WHAT
THE CUSTOMER EXPERIENCE
IS LIKE?



YOUR CHALLENGE:

SCRIPTED TESTS DON'T REFLECT THE CUSTOMER EXPERIENCE

Delighting your customers is vital in a world in which they can easily access a vast number of alternative services and providers. It's no longer adequate to meet customer expectations—you must exceed them. Your continued success depends on understanding exactly what the customer experience is for your products.

Unfortunately, most software testing focuses solely on pre-production. But scripted testing alone isn't reflective of real-world user behaviors. Some scenarios can't be tested in pre-production because scripting can't account for the huge

number of variables that arise in actual use—like real user behavior, real-world dirty devices, changes in production traffic, hidden elements, API connections, or authorizations.

Some companies have tried to expand testing to include more devices and to build or grow their own device farms. But it's impossible to keep up with the enormous variability in devices, operating systems, user behavior, and real-world conditions. Going it alone can also slow the testing process, preventing you from shipping quickly. So you suffer customer churn, diminished brand perception, and a loss of revenue.

OPTIMIZE TESTING BASED ON THE CUSTOMER EXPERIENCE

You can't make a great product without understanding what was designed and delivered—or what your customers are doing with it.

With Sauce Labs, you'll use tools that enable your teams to build, measure and learn by collaborating across the entire software lifecycle. That collaboration lets you track the customer experience (CX) every step of the way—from pre-production to release.

You'll model customer behavior more accurately so your team can focus on testing the most critical elements of the CX. You'll eliminate low-priority and flaky tests that chew up your developers' time to streamline development. And you'll issue more frequent updates, so the CX for your product constantly improves.

That means you'll recognize a higher return on every update because you can eliminate the guesswork that often accompanies new releases.



of consumers say a bad experience can make them feel as though their data is not secure¹



DELIVER BETTER MOBILE APPS TO THE MARKET FASTER

Tests are typically written by developers intimately familiar with mobile products, so it's hard for them to anticipate how customers "in the wild" use those products.

With Sauce Labs, you'll use mobile testing solutions to quickly deploy beta apps, using the same platform for both Android and iOS, to get validation through direct, real-time customer feedback to enable continuous iteration—meaning you can reach out to get customers' candid feedback before GA (general availability). Using detailed session data and a customer's experience described in their own words, you'll see what snags customers are running into. With this kind of information, you can act fast to resolve customer issues—reducing your MTTR—when you may not even see errors.

That would mean you'll solve problems that are otherwise hard to identify in a test environment, which will lead to more robust applications, improved customer experience, and greater loyalty.

When beta users are faced with an error or challenge, there should be a clear and simple way to report them. But that's not always the case. Users often find their issues difficult to explain and are sometimes unsure if their problem is ever fixed.



UNCOVER ACCESSIBILITY ISSUES WITH YOUR CURRENT TESTS

Software should enrich people's lives and help them get their work done more easily. "Accessibility" means software should be equally accessible by anyone—including people with disabilities.

With Sauce Labs, you'll apply testing tools that take into consideration differently-abled users, and you'll get a head start on legal and compliance requirements. You'll integrate accessibility testing directly into your existing processes, giving your developers better awareness of potential accessibility issues at every level of development with minimal incremental effort. You'll also measure how well your software works with various forms of Assistive Technology (Screen Readers, magnification, etc).

Using Sauce Labs tools, you'll automatically detect the most common accessibility issues, and have a roadmap to resolving more complex issues using manual tests and accessibility experts. You'll ensure all your customers have a better experience, because accessibility enhancements tend to improve the overall accessibility of software.



57% of Americans have a disability—and **62%** of those who use assistive tech say they frequently experience errors on a given day, compared to **38%** of general web users.²

PUT THE CUSTOMER EXPERIENCE AT THE CENTER OF YOUR TESTING THROUGHOUT DEVELOPMENT

Continuous improvement of the customer experience for your products requires both pre-production and production signals and data.

With Sauce Labs, you'll create and deliver the best possible experiences for your customers by incorporating direct user feedback into every step of your development lifecycle. You'll ensure all customers have a positive experience because your software will look, function, and perform as intended for everyone. That means you'll be able to deliver quality products that behave as designed to earn your customers' continued loyalty.



Contact Us

Learn more at saucelabs.com

// Using Sauce Labs has allowed the company to respond faster to customer needs. //

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¹ Every Experience Matters: The 2022 State of User Experience Report, Sauce Labs, 2022

² ibid