

One of the top 5 largest mutual fund and financial services company improves customer experience and mobile testing efficiency with

Kobiton



With more than 30 business units across 18 geographic locations, this large financial services company provides financially critical online investment, brokerage and wealth management solutions to individuals and businesses.



Kobiton

Challenge

In 2014, a business unit under this financial services company was faced with mobile digital experience challenges that affected customers and employees. As a result, the QA organization, responsible for building internal solutions to test native apps and mobile websites, wanted to streamline its mobile support environment while keeping pace with, if not staying ahead of, the innovation curve.

The primary challenge was giving the company's thousands of globally distributed technology employees access to all physical mobile devices.

Goals called for every employee to have quick, local access to every device type, but cost estimates quickly outran the budget. The variety of devices and the constant stream of new operating systems increased the number of projected devices needed per engineer – and it became clear that large numbers of those devices were going to be idle.

Rather than create multiple pools of mostly idle devices, the company realized that a single pool of devices, shareable and accessible 24x7 from anywhere around the world, could reduce or eliminate waiting for devices while also dramatically cutting the number of devices needed.

Looking for a better way to conduct mobile testing, the company decided to evaluate several Mobile Testing solutions.

Solution

After a thorough evaluation, the company concluded that Kobiton was the superior solution.

To kick-off the engagement, Kobiton and the company conducted a proof of concept (POC) to ensure that Kobiton could meet all evaluation criteria, including:

- A private cloud infrastructure that provides comprehensive management of manual and automated mobile application testing 24x7
- Implementation on-premises, behind the corporate firewall, to ensure the solution provides maximum security and is easy to install, manage, and maintain – allowing the team to locally manage security, device inventory, and device sharing
- Ease of access with the ability to consolidate large numbers of physical devices in a single enclosure and to deploy multiple units throughout the enterprise
- Being completely tool-agnostic; supporting major automation frameworks, with full DevOps integration with popular build, test case, and source code management solutions
- Ability to scale to support an ever-growing global user base





“With Kobiton, we’ve been able to increase our efficiencies tremendously,” said a QA manager with the financial services company. “By having the ability to securely access real devices remotely from anywhere – because a wide variety of types is instantly available – we can now offer multiple device and OS combinations to our teams worldwide, as well as within our own internal lab. When an engineer finishes with a device, it is instantly available to the next person.”

Based on the company’s success with Kobiton, the financial services company decided to extend Kobiton to one of its call center groups, helping representatives replicate and solve mobile app and mobile web browser issues with customers in real time.

Prior to installing Kobiton, call center representatives often used personal devices when test devices were not readily available. Now using the internal device cloud, representatives can easily access the same types of devices as customers, help them navigate within the app or mobile web browser, and even do ad-hoc training, such as how to look up a quote or execute a trade.

Kobiton also gives support reps the flexibility to re-create issues, pull device logs, take screenshots, share screens and experiences in real time, make video recordings of problems, and even hand off the device to a developer for more immediate attention.

Following an initial rollout to 300 call center representatives working across five geographic locations, the company has seen its customer satisfaction improve and has plans to add more representatives to Kobiton by year’s end and ultimately to provide access to the entire 5,000 representatives supporting their customer base.

“At the end of the day, it’s really about improving the customer experience whether it be for our internal or external customers,” said the QA manager. “If we are successful improving the experience our customer reps have with mobile devices, then they can deliver better service to our customers. So it’s a win-win all around.”

Results

With Kobiton in place for less than a year, the company has already seen tremendous improvements in customer digital experiences because the team can now test on real devices and accurately replicate end-user activity. In addition, the company has gained efficiencies by reducing the number of devices needed, reducing or eliminating the time engineers spend waiting for devices, reducing support call times because support reps can replicate the customer's experiences more quickly, and shortening fix times by improving problem documentation (giving developers screen recordings), and enabling real-time collaboration among support, development, and QA engineers.

Since going live with Kobiton, the platform has been well received because it has given cross-functional teams like User Experience Design (UXD), QA and Development access to the latest operating systems, enabling them to keep pace with the technology used by their customers. The teams also appreciate Kobiton's ability to run automation concurrently on multiple real devices, as well as re-use existing tests as new platforms come along.

"With Kobiton, we were able to get up and running within an hour and into the hands of the people that need it immediately, and that was impressive," said the QA manager. "We've also been pleased with Kobiton's ability to quickly turn updates around. An added bonus is that Kobiton is very intuitive and doesn't require hands-on training."

Based on Kobiton's success in bringing order to chaos when managing mobile devices and apps in a large enterprise test lab, the company now uses the Mobile Experience Platform to support more than 30 business units in 18 different geographic locations worldwide.

"What's been great about working with Kobiton is we are in a true collaborative partnership and our teams work closely to provide feedback, and our needs and feedback are always being considered and incorporated into their product's direction wherever possible," said the QA manager. "It's about solutions and how quickly we can work together to get where we need to be."



About Kobiton

Kobiton is the mobile and IoT experience platform trusted by leading organizations globally. Our best-in-class software platform helps drive improved revenue on the mobile and IoT channels by lowering app abandonment, improving quality and reducing time-to-market.

Used by over 60,000 developers and testers worldwide, Kobiton is transforming the way companies deliver mobile apps and IoT devices through innovative applications of Artificial Intelligence, Real-Device Testing and the industry's first and only mobile scriptless automation solution.

Drive quality across the entire SDLC. Prevent bugs before pushing test to code with advanced ADB debugging and access to real devices within your IDE. Perfect your application site with the Kobiton Intelligent quality Suite, and build, execute, and report against scriptless and/or scripted automated Functional, Visual, and Performance Tests. When issues are found in test, you can easily resolve them with AI-assisted remediation and ADB debugging. And, all of this is seamlessly integratable with your CI/CD pipeline/tooling so that you can kick-off tests with confidence and ultimately release faster than your competition.

Run your tests on the industry's most flexible and high-performance real device cloud or on premises solution for 30FPS video streaming, in-depth session exploration, and analytics solutions that offer visibility and traceability throughout your entire testing process.

With Kobiton, build, test, deploy, and release better mobile apps, websites, and IoT devices. There's a reason the world's mobile elite choose Kobiton to deliver perfect mobile and IoT experiences for their users.