CUSTOMER LOYALTY AROUND THE WORLD IN 60 DAYS

The importance of customer loyalty cannot be overstated. And yet, despite consistent efforts, customer commitment and loyalty continue to remain fickle if not entirely elusive for brands. Given the increasing number of digital natives, it's only getting harder for brands to arrest and retain consumer attention and engagement. That said, successful brands often find ways to reach out to, and sustain engagement with their customers. One such proven way to find a place in a digital customer's heart is with the help of well-conceived, intuitively-designed, and thoughtfully developed mobile apps.

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As per a study by Greyhound Research, a leading global analyst firm, developing mobile apps is the most preferred strategy for enterprises to address customer loyalty in today's increasingly challenging digital paradigm. While **93% respondents** in the study rated mobile apps as their preferred strategy, **77% confirmed** that they either already have a mobile app strategy or are in the process of developing one.

LOYAL, DIGITALLY

However, developing an excellent loyalty app is easier said than done. This is especially true if you are a global brand with presence across countries with enormous diversity. Like a famous global consumer brand, known and loved for its baby hygiene products – found that the challenge with loyalty apps goes beyond just designing and developing a great app.

The brand had developed a loyalty app which became successful and was loved by their customers in the UK. Naturally, sensing broader success, they wanted to roll it out to **18 more countries**. However, the task was complex for the brand's app maker, given the fragmented nature of the mobile app ecosystem and complications by way of specific requirements of target geographies that go beyond device compatibility, operating systems, locales, and form factors. This task of customizing, testing, and rolling out their **loyalty app across 18 countries** appeared daunting due to potential roll-out delays. Put simply; they were unprepared for the scale of the program or the amount of testing required.

To accomplish this task, the brand's app maker chose to partner with Infosys.

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PERSONALIZED, AT SCALE

The Infosys team used an approach that was not only innovative and workable, but also consistent, repeatable, and flexible to accommodate further innovations and upgrades over time, and across markets. In essence, the Infosys strategy combined manual and automated testing across releases. One of the most challenging elements of multi-geography mobile app testing is the amount of fragmentation and heterogeneity in target environments and functional specifications. The Infosys team used a device cloud with centralised device management to address this.

Moreover, considering the importance of innovation and freshness in loyalty apps, Infosys also set up an innovation team. This team's focus was on developing new features for a market, monitoring uptake, and adding them to the core product to be pushed to other markets after due personalization. This multi-pronged strategy, backed by decades of experience in global roll-outs, helped Infosys to assist the brand in developing a successful loyalty app that is replicable across markets with efficiency and scale.

The Infosys team not only made the job possible but also made it a very successful launch. The team crunched down the time to market for the loyalty app to two months per country. This enabled the brand to reach **1.8 million customers** in just eight months, and the app is currently available in the UK, Germany, France, the U.S., Canada, Brazil, and Japan.

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CUSTOMER LOYALTY AROUND THE WORLD IN 60 DAYS: THE FIVE TAKEAWAYS

1 **Identify** specific areas of automation early in the testing cycle. Leverage testing frameworks and reliable regression testing methodologies. Enable staggered automated testing that allows 24X7 testing.

2 **Leverage** device cloud. Testing operations based on a device cloud, if done well, can reduce overheads and reduce testing cycles drastically, while also enabling brands to prioritize market-specific test scenarios.

3 **Plan** and promote collaboration and continuous software testing that allows brands to simulate multiple geographies and test app performance over different networks.

4 **Define** specific tracks for innovation, functional, and regression testing to allow for parallel and time-efficient roll-out cycles.

5 **Create** centralized device management and testing centre of excellence (CoE) that can enable consistent, repeatable, and efficient testing operations. This aids in multi-geography roll-outs while leveraging in-house expertise as well as learning from previous roll-outs.

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BIG LEARNING:

Digital initiatives require brands to be innovative as well as agile. In today's day and time, speed is the underlying success factor. As our client found, while a great loyalty program driven by mobile app strategy is a lot about the art of knowing your customers, it is also about the science of building scale and repeatability in roll-out strategies and operations.

WE DID THIS FOR THEM. WE CAN DO IT FOR YOU.

Find out more about how app testing can be made simpler by reaching out to us at askus@infosys.com

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