Invimatic
Innovation in Automation

How Invimatic Supercharged Growth For A Retail Software Testing Tech Product Through Thorough Testing

A fast-growing SaaS platform specializing in AI-powered customer experience solutions sought to optimize support operations while maintaining high standards of data security and compliance. With an expanding customer base, the company needed to deliver faster, more accurate insights through automation, seamlessly integrate with third-party tools like Zendesk, Salesforce, and Slack, and ensure their platform performed flawlessly under dynamic conditions.

PROBLEM

The client faced several challenges in ensuring their platform's performance and compliance:

- **AI Accuracy:** Ensuring that AI-driven insights and workflows are accurate and reliable requires a strategic testing approach.
- **Third-Party Integrations:** Frequent updates to external APIs (e.g., Salesforce and Zendesk) demanded consistent testing to maintain seamless functionality.
- **Real-Time Data Processing:** Handling dynamic, real-time data introduced inconsistencies that necessitated rigorous validation.
- **Compliance Requirements:** Meeting strict data privacy regulations like GDPR and SOC 2 was critical for maintaining customer trust and safeguarding sensitive data.

THE SOLUTION

Functional Testing

- Validated core features and AI-driven workflows to ensure accurate, real-time insights and flawless user experiences.
- Designed in-depth test scenarios and conducted rigorous validations in collaboration with product and engineering teams.

Regression Testing

- Automated regression test cases to save time, reduce manual efforts, and ensure existing functionalities remained unaffected with each update.
- Maintained platform agility and responsiveness through fast, thorough testing.

API Testing

- Validated complex third-party integrations, including Zendesk, Salesforce, and Slack, focusing on:
  - Smooth data flows
  - Robust error handling
  - High performance under heavy usage

Performance Testing

- Simulated peak traffic scenarios to assess response times and scalability.
- Achieved a 20% reduction in latency, ensuring the platform could handle future growth without compromising performance.

Security Testing

- Conducted vulnerability assessments and penetration testing to meet GDPR and SOC 2 standards.
- Ensured secure handling of sensitive customer data, reinforcing trust and compliance.

RESULTS DELIVERED

Our testing efforts delivered measurable results for the client:

- **Improved AI Accuracy:** Achieved 95% accuracy in AI-driven ticket routing and insights.
- **Seamless Integration:** Integrated over 10 third-party tools without disruptions.
- **Enhanced Efficiency:** Automated regression testing reduced manual efforts by 20%, accelerating release cycles.
- **Regulatory Compliance:** Achieved SOC 2 and GDPR compliance, ensuring robust data protection.
- **Optimized Scalability:** Prepared the platform to handle a 2x increase in user traffic without performance issues.

KEY TAKEAWAYS: DELIVERING EXCELLENCE THROUGH TESTING

Our comprehensive testing services empowered the client to launch a secure, high-performing SaaS platform that adheres to regulatory standards, scales effortlessly and integrates seamlessly with third-party tools. Invimatic helped the client improve efficiency and enhance customer experiences through AI-driven insights by addressing key functionality, compliance, and scalability needs.

Schedule a Demo