What are the
hidden costs
of skipping **QA?**

BQA
BETTER QUALITY ASSURANCE

Customer churn 88% of users won't return after a bad app experience. [1]

Downtime losses

AWS outage in 2021 disrupted major brands like Netflix and Disney+.

[2]

Reputation damage

Buggy releases frustrate users and attract negative reviews.

The Cost of Failure

Poor-quality software costs businesses $2.08 trillion annually.

[3]

(1) Source: Qualtrics XM Institute, 2021.
(2) Source: The Verge, 2021.
(3) Source: Consortium for IT Software Quality (CISQ), 2020

What happens when **QA fails?**

BQA
BETTER QUALITY ASSURANCE

Real-World Impact

The Amazon Web Services outage in December 2021 disrupted services for major businesses, including Netflix, Disney+, and Ring.[1]

The Cost of Failure

Poor-quality software costs businesses $2.08 trillion annually.[2]

Lessons Learned

- **Lost customers:** Negative experiences drive users away.
- **Damaged reputation:** Public trust erodes after buggy releases.
- **Financial losses**: Toyota's 2020 recall due to a software glitch cost millions.[3]

(1)Source: The Verge, December 2021
(2)Source: Consortium for IT Software Quality (CISQ), 2020.
(3)Source: Reuters, 2020.

The role of QA in modern development

As AI becomes a core part of development to cut cost and time, independent QA will be essential to validate its output before release. AI speeds up processes, but human oversight ensures quality, compliance , and trust.

Beyond Bug Fixing: QA as a Strategic Advantage

QA ensures user **satisfaction, security**, and **performance**, becoming a proactive, **integral part of SDLC.**

Companies that integrate QA early **reduce software costs by up to 30%.**[1]

(1)Source: IBM Systems Sciences Institute, 2021.

Common

QA Challenges

Why many QA processes fail to deliver?

BQA
BETTER QUALITY ASSURANCE

Challenges

Manual testing delays	Insufficient tools and technology	Lack of skilled QA engineers

56% of **development teams** report that **inadequate QA delays project timelines.** [1]

(1)Source: Capgemini World Quality Report, 2022.

Trends

Transforming QA

Future-Proof your QA with emerging trends

Automation
—
63% of companies are investing in automated testing tools. [1]

AI-Powered QA
—
Predict and prevent failures before they occur. [2]

Continuous Testing
—
Ensures quality at every stage of development. [3]

Cloud-Based Testing
—
Scalable and cost-effective. [4]

(1)Source: Mordor Intelligence, 2023.
(2)Source: Gartner Research, 2022.
(3)Source: Forrester, Continuous Testing Report, 2022.
(4)Source: IDC's Cloud Trends, 2023.

How to **measure QA** effectiveness

Defect Detection Efficiency (DDE)

—

Identify 95% of defects pre-launch. [1]

Test Coverage

—

Ensures 100% coverage of critical functionalities. [2]

Time to Fix

—

Average time to resolve defects reduced by 50%. [3]

(1)Source: QA Lead Benchmark Report, 2022.
(2)Source: PractiTest QA Metrics Study, 2021.
(3)Source: DevOps Research & Assessment (DORA), 2023.

How can

BetterQA help?

BQA
BETTER QUALITY ASSURANCE

Our QA process

Comprehensive
Covering all
stages of SDLC.

Proactive
Preventing
defects, not just
detecting them.

Scalable
Tailored for
startups and
enterprises.

Over **50+ successful** QA implementations
globally.

BQA
BETTER QUALITY ASSURANCE

Let's discuss how we can make your software a success

Ensure flawless performance with BetterQA's expert QA solutions.

Talk to Our Experts