

EBOOK

3 WAYS YOUR BUSINESS CAN BENEFIT FROM CROWDTESTING



APPLAUSE^o

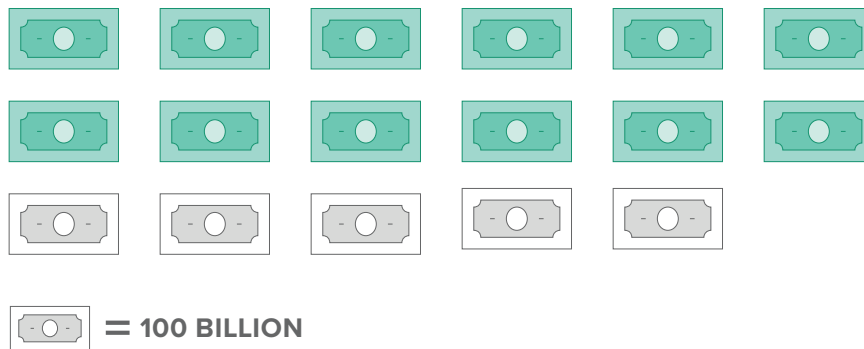
The risks of ineffective testing reach the very bottom line of your business. The statistics are eye-opening. **85% of customers** are unlikely to keep doing business with a company after a bad mobile experience.

Just last year, software failures impacted an estimated **\$1.7 trillion in assets**, and **more than 70%** of these failures were the direct result of software bugs or usability glitches.

“We’re able to release services in days now, which is why Applause is important to this equation.”

ASIM HUSAIN
VP OF ENGINEERING,
GOOGLE

\$1.19 TRILLION LOST DUE TO SOFTWARE BUGS OR USABILITY GLITCHES



There is a better way. Applause’s worldwide crowdfunding community of digital experience experts helps teams through every step of the development and testing processes with astounding results.

Here are three key benefits that crowdfunding has over traditional methods and why they matter for your business.





1

INNOVATE FASTER WITH LOWER RISK

The Stakes: Companies are finding it increasingly difficult to achieve both speed and quality, as 64% of CIOs say they consistently compromise one for the other.

Constant innovation is hard. Probably not. Companies deal with this constant pressure in different ways. Perhaps your company is accustomed to developing multiple new features, waiting for testing, and then providing one new release every couple months.

We all know that a dated application or website is a sure way to drive potential customers to your competition. So it's more likely that you try to push releases as fast as possible, but suffer through critical bugs and defects with each one.

Either way, customers take notice. An experience that feels dated drives customers away. A website or app that is constantly crashing as new features are released drives customers away.

The speed that you can push releases with Applause takes some getting used to. Your development cycle will be faster, while at the same time, the number of errors will be lower and downtime will be reduced. But don't take our word for it. Hobson & Company's research found Applause customers had the potential for a **50% reduction** in unplanned downtime.

50%

reduction in
unplanned downtime

A background image of a multi-lane highway with light trails from cars, creating a sense of motion. The image is overlaid with a solid blue color.

“

Applause really helps us hone in on the important markets and where we have less coverage. It's enabled us to move quickly and keep that quality bar really high.”

AKASH GARG

Director of Engineering

UBER



2

REDUCE TESTING EFFORT AND COST

The Stakes: There are more than 45,000 device/OS/network/location mobile device profiles in the world today, but many organizations can only test for 20-30% of their customer base.

With the sheer number of devices an app must serve, it is impossible to test specifically for each one. What you can do is give your app and your team the best chance to catch as many possible bugs on as many devices as possible.

Using only an internal testing team severely limits the amount of testing you can do. To cover the amount of code necessary before shipping your app is a strain on your QA resources – one they cannot handle alone.

This is where crowdtesting's true value really shines. Applause crowdtesters have access to over **2.4 million devices in 200 countries and territories**. For the cost of one full-time employee — or less — your company can cover a virtually unlimited

amount of device types, in virtually any country, and run as many scenarios as you need to ensure your app is airtight before shipping. The results are astonishing. According to Hobson & Company research, Applause customers reported the potential for a **200% increase** in their internal teams' testing capacity.

200%

increase in internal
team testing capacity

“

With crowdtesting, [we are] not only able to quickly spin up cycles, but [we are] also able to get access to these different configurations, different languages, and different countries.”

VINAY VADDADI

Engineer Supervisor, Connected Vehicle and Services





3

IMPROVE USER EXPERIENCE

The Stakes: 85% of customers are unlikely to continue doing business with a company after bad mobile experience.

It all comes down to user experience. If users — new or returning — don't like what you're producing and don't receive a knockout experience, they'll simply go somewhere else. The experience you provide has to be airtight the first time, whether your user interacts with it via their phone, a tablet, or their desktop computer. The stakes? The customer's continuing loyalty.

Applause's vast and growing community of testers can help your company simulate virtually any new technology launch, no matter the global scope or combination of devices.

Not only that, but by testing with those who represent your target customer, you gain a valuable, unbiased user perspective. In many cases, this is something that can pay both short- and long-term dividends.

This leads to products that are fully vetted at launch, with lower downtime and a better user experience. In the end, what does it mean for you?

According to Hobson & Company's research, Applause customers reported the potential for a **10% increase** in customer retention rate.

10%

increase in customer
retention rate



“

A good user experience cuts through the noise. Which is where the partnership with Applause is incredibly valuable.”

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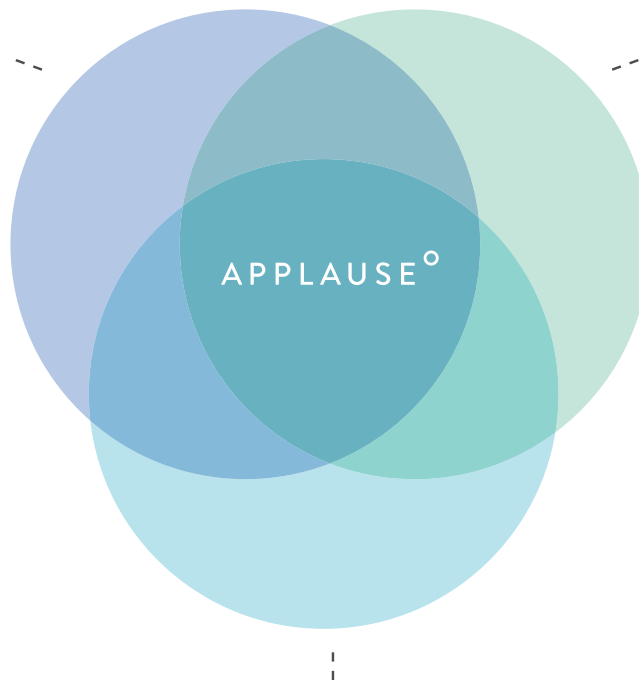
SVP Digital Products & Platforms

FOX

The Bottom Line

Crowdfunding has many benefits, but they all serve one greater purpose – getting you closer to your customer. In the end, that is where the true value lies.

Confidently deliver to your customer with a 50% reduction in unplanned downtime.



Increase your code coverage with a 200% increase in your internal test team capacity.

See a 10% increase in customer conversion rate by testing in the wild.

Read Hobson & Company's complete report to understand the full ROI of Applause crowdfunding.

[DOWNLOAD REPORT](#)



ABOUT APPLAUSE

Applause is the worldwide leader in crowd-sourced digital quality testing. Software is at the heart of how all brands engage users, and digital experiences must work flawlessly everywhere. With 300,000+ testers available on-demand around the globe, Applause provides brands with a full suite of testing and feedback capabilities. This approach drastically improves testing coverage, eliminates the limitations of offshoring and traditional QA labs, and speeds time-to-market for websites, mobile apps, IoT, and in-store experiences.

Thousands of leading companies — including Ford, Fox, Google, and Dow Jones — rely on Applause as a best practice to deliver high-quality digital experiences that customers love.

Learn more at www.applause.com.

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