

INTERNET DIRECT MARKETING SERVICE: QUALITY ASSURANCE

A premier **Internet Direct Marketing Services** company providing every consumer access to **direct-to-consumer** savings and services across five vertical markets of healthcare, personal property, security/insurance, discounts and personals, offered online through a broad set of Internet marketing channels to improve their daily lives. For mission critical web applications, the company's **Testing Guidelines** were rigid and there was no documentation available that existing QA team could reference to write test scenarios and pursue automated testing.

SERVICES INCLUDE:

- Best Practice QA Consulting
- Documentation Management
- Automation Testing Expertise

SDG SOLUTION

- SDG QA team worked dedicatedly with each resource taking initiative and extra responsibility to ensure on-time delivery and client satisfaction.
 - Implemented **Modular framework** to automate all the applications.
 - Developed complete automated test suites using QTP for client's 10 mission critical Web applications.
 - Involved a proficient Technical writer to make all the validation, error messages understandable.

RESULTS

- SDG generated significant cost reductions, increased throughput, and got sign-off for **Test Script Coverage, Scripting Methodology & Framework** in a very short period of time

