



CLIENT CASE STUDY

Bolstering our client's innovation DNA with trusted partner service

Our client is a world-renowned retailer focused on the fashion, beauty and homeware space. With approximately 70,000 employees across 14 countries in Europe and North America, the breadth of the group's operations comprises over 400 stores globally.



Retail & Logistics

Background

Expleo's people, processes, technological acumen and collaborative culture have underlined our credentials as the trusted innovation partner for a world-renowned retailer, helping them to scale at pace, and with confidence. We collaborated with this client to enhance, develop and deliver a sophisticated and ever-evolving quality assurance framework, including agile methods and techniques alongside traditional methods of functional and non-functional testing. This included Automation and Performance testing.

The frameworks covered EPOS tills, backend systems, large elements of the supply chain lifecycle, central systems as well as buying and merchandising.

Our recently signed four-year contract gives expression to a fruitful and enduring relationship, with a rich pipeline of innovation on the horizon.

Bold ambitions

- Increase flexibility and confidence of the assurance of their technology solutions by bringing on a quality assurance partner.
- Provide expertise to oversee the quality of project delivery from underperforming third-party vendors.
- Develop a more sophisticated and mature testing and quality assurance process without requiring micro-level management from the client.
- Harmonise and streamline what was a siloed approach to testing and quality assurance.
- Provide our client with greater control and autonomy over the quality of delivery into its technology base, ensuring safer delivery of solutions out to their markets.

Challenges

- With the programme already in flight, we could not impact timelines. We needed to move fast, quickly understand problems and design solutions to facilitate a successful implementation within the deadlines.
- Work collaboratively and obtain essential information from another management consultancy, while balancing this working relationship with the client correspondence.
- Quickly assess granular-level challenges that were not referenced in the original RFP and build trust with non-Expleo personnel.

- Secure early input from the client's subject matter experts in project-relevant business strands, who were very often focused on previous releases or non-project related challenges.
- Build trust among key business stakeholders who were extremely cautious.
- Garner buy-in from Programme Director and Cross-Divisional Business Director around the value Expleo will bring to deliver on our promises.

Reliable solutions

- Well-defined team structure and distinct roles for key Expleo personnel. This was critically important due to our client's high volume of suppliers and third-party vendors – all of whom were required to contribute to the project, understand what was needed of them, and when.
- Conduct an unvarnished assessment of current structures, with an unwavering focus on simplifying processes so they were easier to follow.
- Design our governance, structure, and methodology to suit the delivery requirement for the particular piece of work.
- Provide assurance and sound advice to third-party vendors in order to prevent issues cropping up further down the line.
- Reduce the number of test processes being carried out in tandem. Imbue a 'start-to-finish' culture as opposed to 'stop-start'.
- Assertively take responsibility for actions and design the tests wanted, not what the third party was delivering.

Client benefits



Helped the client reach a new level of maturity in terms of testing and quality assurance.



Enabled them to develop a collaborative synergy between departments, with enhanced levels of transparency for management to gauge quality assurance effectiveness.



Helped our client open new stores across Europe and globally, executing an aggressive growth strategy, informed by market demand and driven by enhanced retail architecture.



Delivered the release so it could move into the next test phase before the deadline, in advance of the live date.



Established a consistent method for testing, integration, and roll-out across a catalogue of programmes and projects, irrespective of size.



Strengthened top-level visibility and oversight of cross-department project integrations, while upholding solution and testing quality during key stages in the delivery lifecycle.

For further information, or if you have any other questions, please write an email to info@expleogroup.com

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