Omni-channel retailer FitFlop benefits from PMC's automated testing services

PROVIDING COMPREHENSIVE WEB TESTING PROGRAMMES

FitFlop is an omni-channel retailer with a difference. The retailer has a mission to empower its customers to live an active life with a range of footwear offering the perfect combination of biomechanics, comfort and fashion. Sold in over 66 countries, Fitflop is a global business, and legions of fans worldwide enjoy the FitFlop effect with sandals, shoes, sneakers, clogs, boots and slippers.

PMC provides FitFlop with a comprehensive web testing programme, ensuring quality on the FitFlop test site and production site post-deployment. PMC automated testing reduces risk and enables FitFlop to take new releases and functionality to market more quickly, whilst the Browserstack platform is used to swiftly run tests across mobile devices and multiple web browsers.

A broader testing scope to reduce business risk

PMC provides automated testing services for the FitFlop Hybris website. FitFlop recognised that running regression testing manually typically resulted in a need to limit testing during sprints due to time restrictions. As part of the PMC automated testing programme— now run on behalf of FitFlop, the scope of testing automation services has been substantially broadened without materially increasing the cost of the testing activity.

The PMC programme ensures that all card types, currencies, geographies and languages are tested. Previous gaps in the test packs have been filled with new tests, creating a comprehensive pack to run on the FitFlop test site, and the production site post-deployment.

As a result, the PMC–managed automated testing service has significantly reduced business risk and enabled FitFlop to take new releases and functionality to market more quickly. Integration to the BrowserStack testing platform enables PMC to swiftly run tests on real mobile devices and a variety of web browsers. The testing team also ensures testing is carried out on all the most popular customer devices, without the need for FitFlop to purchase them.

Delivering a comprehensive testing strategy

As well as reducing the time to market, and delivering an enhanced testing programme scope, the work of the PMC testing team has enabled FitFlop to develop a more informed testing strategy going forwards, and to upskill the FitFlop testing staff in relation to test automation. As a result of the testing services, the testing pack is optimised to run efficiently and is more effectively utilised.

Excellent communication and project governance

Working on the testing programme as Release Manager and Test Analyst, Matthew Reilly praised the PMC testing team for their excellent communication and for always being available on Teams to answer any questions or set up quick calls. **"The team has been great at raising any concerns quickly, sharing observations and challenging things; it's clear that they really care about the work they are doing and want to do things right. I've also appreciated that the team has been patient with challenges we've faced ourselves at FitFlop that have directly impacted their progress. They have been very understanding and adapt well to changes to the plan."**

Matthew went on to say, "a big part of the integration is the setting-up processes and documentation. It was very useful to have a shared box folder that was regularly updated with useful information and guides. The PMC team attended internal release meetings, such as Go/No Go meetings, which was helpful when they were running the regression packs."