



**ACCELERATING DIGITAL BANKING:
REDUCED REGRESSION TIME BY
50% WITH AUTOMATED QUALITY
ASSURANCE**

Industry:

Banking and Financial Services

About the Client:

A leading new-age private sector bank in India, known for its digital-first approach, embarked on a transformation journey to enhance its end-to-end customer experience across its loan management system. The bank serves over 40 million customers across its products and services. Notably, its lending arm has facilitated 16 million lifestyle enhancement loans, 15 million small-scale business loans to 4.3 million women entrepreneurs, along with 6.5 million vehicle loans, 1 million sanitation and livelihood loans, 300,000 SME loans, and 100,000 home loans.

The Challenge: The Roadblock to Seamless Digital Experience

As a digital-first private sector bank serving over 40 million customers, the client aimed to provide a frictionless and consistent user experience across its loan management system, delivered through both native mobile apps and responsive web platforms.

However, their Quality Assurance (QA) team encountered major challenges:

- A highly fragmented digital environment spanning multiple devices, OS versions (Android/iOS), and browsers
- Manual software testing was time-consuming, error-prone, and couldn't scale with frequent app releases and feature updates
- UI/UX inconsistencies, functionality gaps, and performance issues appeared across different screen sizes
- Limited test automation capabilities meant longer regression cycles and increased risk of production defects
- The lack of device-specific automated testing impacted release velocity and end-user satisfaction

To support their digital transformation goals, the bank needed a robust QA and test automation strategy that could scale with agility.

The Solution: Engineering Quality at Scale with Intelligent Test Automation

To solve the QA bottleneck, Datamatics' Quality Engineering and Software Testing team built an end-to-end automated testing framework with the following components:

- A cross-platform mobile automation framework using Appium with Java, enabling automated functional testing across Android and iOS apps
- Reusable and scalable test scripts, designed to simulate real-world device and OS combinations
- Cloud-based cross-device testing powered by BrowserStack, ensuring extensive compatibility testing across screen sizes and browsers
- Comprehensive API testing using the RestAssured framework to validate backend integrations and services
- The framework was designed to support parallel execution, allowing for faster regression cycles

This solution provided end-to-end test coverage for both frontend and backend layers of the bank's digital ecosystem.

The Impact

Reduced regression execution time by ~50% through intelligent automated testing

Defects detected earlier in lower environments, enabling shorter release cycle

Regression test coverage increased, minimizing release risks and ensuring better customer experience

Accelerated time-to-market by 40%, empowering product and engineering teams with faster feedback loops

ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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