

FROM **5% TO 100%**

How a Global Electronics Retailer Transformed QA with Functionize

A leading multinational electronics retailer faced a daunting challenge: maintaining a seamless user experience across 50 regions, 20 languages, and over 5,000 product pages per market. With so much complexity, consistency and quality at scale seemed out of reach – until they partnered with Functionize.

By embracing advanced automation, they transformed their operations, achieving greater efficiency, improved coverage, and a boost in revenue.



Before Functionize



Slow QA Testing Cycles

- Traditional selector-based tests covered only 5% of product display pages



Poor Customer Experience

- Products incorrectly shown as in-stock or out-of-stock
- Missing “Buy Now” buttons on various pages
- Incorrect product variations and missing descriptions



Negative Revenue Impact

- Estimated 2% global revenue impact due to poor site quality

After Functionize



Complete Test Coverage & Quality

- Increased test coverage from 5% to 100% of product display pages



Improved Buying Experience

- Customer complaints decreased by over 60%
- Over 4,000 site errors identified and addressed in the initial run



Reduced QA Costs & Uplift to Revenue

- Estimated at least a 1% revenue uplift after remediation

Solution

Functionize's agentic automation, leveraging deep learning for element selection and fully hosted infrastructure, replaced the retailer's brittle selector-based approach. The team's tests became codeless and scalable, adapting to layout and language variations without manual maintenance.

This powerful new approach enabled the team to streamline their testing strategy into three dynamic tests, delivering full coverage with unprecedented efficiency and precision:

- **Dynamic Mapping (Test 1):** Maps all product categories daily and exports results to stakeholders
- **Comprehensive Product Listing (Test 2):** Crawls every listed product, exporting a comprehensive product list
- **Full-Spectrum Validation (Test 3):** Executes cloud-scale checks of all product display pages against source-of-truth databases, verifying stock status, "Buy Now" buttons, correct product variations, and other display elements. Errors are automatically reported.



Key Takeaways

- Functionize's advanced automation streamlined QA processes, tackling the complexities of managing diverse multilingual, multi-regional eCommerce platforms.
- Comprehensive, scalable testing achieved full coverage, ensuring accurate product displays and rapid error resolution.
- Improved site quality reduced customer complaints by 60%, enhancing trust and driving higher conversions.

