



# **ACCELERATING EFFICIENCY AND ENHANCING CUSTOMER EXPERIENCE**

through Intelligent  
Test Automation



## Overview:

In a highly competitive insurance industry, our client recognized the need for an efficient testing process to ensure a seamless web aggregator platform. However, they faced several challenges, including testing time constraints, defects in production, and revenue losses due to platform defects. Seeking a solution to overcome these hurdles, the client aimed to accelerate their testing processes, improve accuracy, and enhance overall customer satisfaction.



## Life Insurance

### About Client:

Our client is a leading insurance provider in the industry, offering a wide range of insurance products such as car, bike, life, health, term, travel, and super top-up insurance. With a strong presence in multiple locations, the client is committed to delivering exceptional customer experiences and maintaining the highest level of quality and reliability in their insurance offerings.

### Challenges:

Our client faced the following challenges:



**Time Constraints:** Manual execution of test cases for the client's diverse range of insurance products proved to be time-consuming, preventing timely completion of testing for all the products.



**Defects in Production:** The occurrence of defects in the live platform resulted in customer dissatisfaction and significant revenue loss for the client.



**Inefficiency in Testing Process:** The existing manual testing process required substantial effort, leading to delays and inefficiencies.

# Solutions:

To address the challenges faced by our client, our Solution Team proposed the implementation of an Intelligent Test Automation (ITA) solution for their web aggregator platform.

Key Features of the Intelligent Test Automation Solution:

## STEP Proprietary ITA Framework:

Leveraging our proprietary ITA framework, Automation Developers were able to rapidly develop test cases with high speed and efficiency. This framework facilitated seamless integration of different platforms such as mobile, web, and API, ensuring comprehensive test coverage.



## Comprehensive Testing Metrics:

HTML reports generated by the ITA framework offered detailed insights into test case execution. These reports included step-wise details, screenshots, logs, and other relevant information, facilitating easy identification and analysis of issues.

## Object Repository:

The solution incorporated an Object Repository feature, which provided a centralized repository for test objects. This streamlined test case maintenance and significantly reduced development time.

## Validation Checks and Error Handling:

Intelligent Test Automation included automated validation checks at each step of the test case execution process, enabling early defect detection and reducing the likelihood of defects reaching the production environment.

## Cross-Browser Compatibility:

The solution supported testing on multiple browsers, ensuring optimal performance of the web aggregator platform across various user environments.

# What We Automated:

Car Product:	Bike Product:	Term Product:
Generation of quotes	Validating add-ons in bike insurance	Verifying the Whitelisted Work Email ID
Modification of quotes	Verifying Laxmi Logic (Artificial intelligent logic) for bike insurance	Cover Amount functionality
Validating expiry of insurance policy	No Claim Bonus	Low to High functionality for quotes page
Verifying Insured's Declared Value (Lowest, Highest, Recommended)	Verify Insured's Declared Value (Lowest, Highest, Recommended)	CoverUpto functionality for term insurance
Validating add-ons in car insurance	Compare Plan functionality	Validating Age criteria for term insurance
Compare functionality	Verifying Voluntary discount	Compare plan functionality
Inspection functionality in car insurance	Ownership change in the last 12 months? Functionality in bike insurance	Riders' functionality (add-ons in term insurance)
More covers (add-on for car product)	Validating the Review page	Verifying and validating all the details on the Eligibility page
Special functionality development: Verifying Laxmi Logic (Artificial intelligent logic), OTP extraction from email.	Special functionality development: Home insurance (Add-on)	Review and submit CTA
		Special functionality development: Benefit Illustration, Whitelisted Work Email Recommended

# What We Automated:

<b>Health Product:</b>	<b>Super Top Up Product:</b>	<b>Travel Product:</b>
<p>Quotes Page functionality</p> <p>Filling mandatory details of Input Details Page</p> <p>Filling mandatory Proposer Details</p> <p>Verifying all the details on Proposer Page</p> <p>Filling and validating the Medical Details page</p> <p>Verifying all the details on Summary Page</p> <p>Special functionality development: Benefit Add Member Functionality</p>	<p>Filling mandatory details of Input Details Page</p> <p>Quotes Page functionality</p> <p>Verifying and validating all the details on Proposal Page</p> <p>Verifying all the details on Summary Page</p> <p>Special functionality development: Filling mandatory details of Proposer Form and validating the same.</p>	<p>Filling mandatory details of Input Details Page</p> <p>Validating the Quotes Page</p> <p>Verifying and validating the Proposal Page</p> <p>Special functionality development: Send Quotes &amp; Download the Document</p>

# BENEFITS:

The implementation of Intelligent Test Automation brought several benefits to our client:



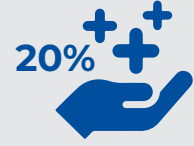
## Time Saving:

With a remarkable 76.59% reduction in execution time, Intelligent Test Automation significantly accelerated the testing process, enabling the client to meet testing deadlines for all their insurance products.



## Faster Development:

By utilizing the STEP Proprietary ITA Framework, the client experienced a 50% reduction in development time. This allowed them to deliver new features and enhancements in a timely manner.



## Effort Saving in Maintenance:

Intelligent Test Automation resulted in significant maintenance time savings through effective configuration management, object repository usage, and common functionality workflow usage. This translated to a 20% reduction in effort.



## Early Defect Detection:

The automated validation checks and error handling capabilities of the solution enabled early detection of defects, reducing the risk of issues reaching the production environment.



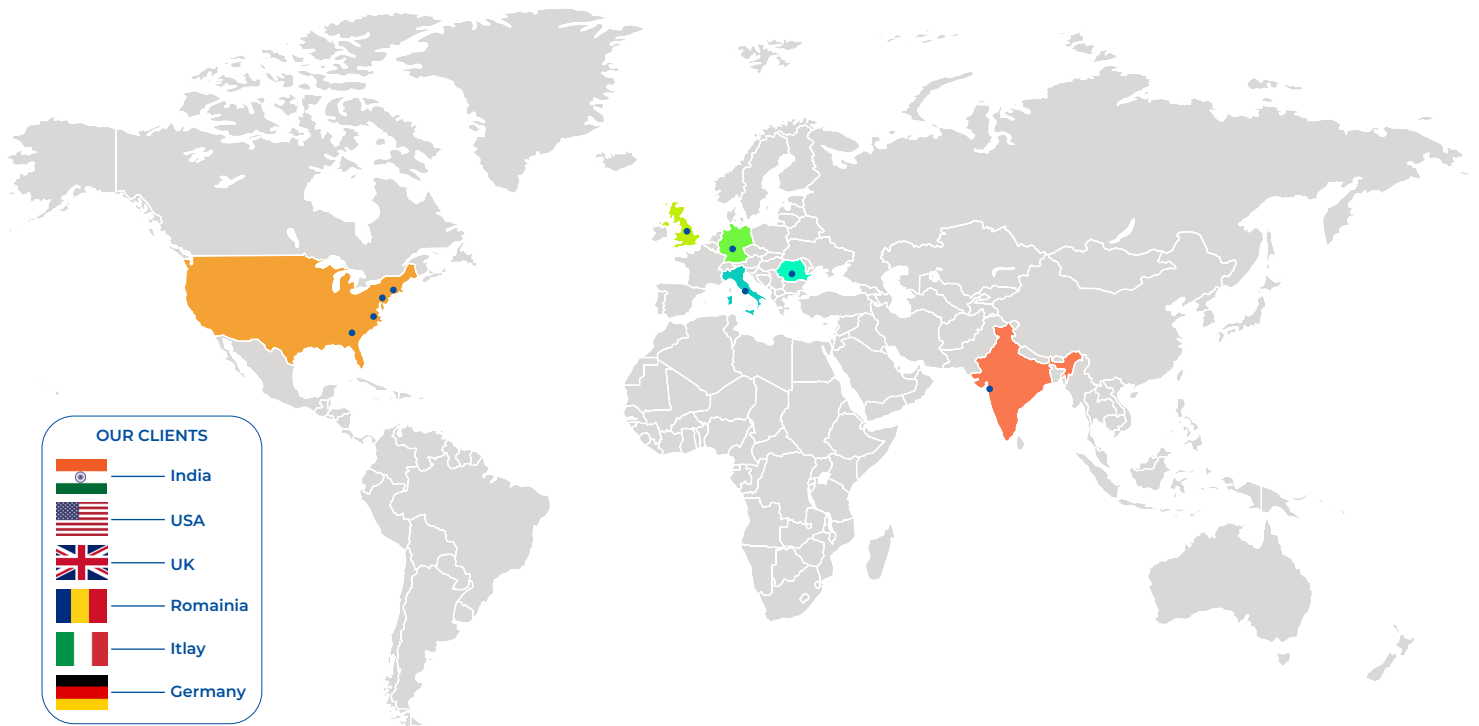
## Zero Defects in Production:

The improved testing efficiency and early defect detection led to a significant reduction in production defects, resulting in enhanced customer satisfaction and minimized revenue loss for our client.

# ABOUT US

Step One Step Ahead is a prominent global player in the realm of digital transformation, with a particular focus on Robotic Process Automation (RPA) and Artificial Intelligence (AI). Committed to fostering innovation and boasting a proven history of successful projects worldwide, we empower businesses to streamline their operations, elevate customer experiences, and foster growth through state-of-the-art technological solutions. We have a strong track record of delivering successful Digital Transformation solutions for clients in the USA, UK, and the Asia region.

## Our Presence In



**STEP**  
ONE STEP AHEAD

To know more about STEP, visit  
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