



CASE STUDY | HOSPITALITY

QA maturity gives casino resort the best loyalty program



About the customer

An internationally recognized hospitality brand known for its resorts and casinos, convention spaces, performance venues, collectible merchandise, and exciting history.



**US \$4B+
revenue**



**Multiple casinos,
thousands of
slot machines,
and more than
500 table games**



**3,000+ hotel
rooms**





Business challenges

Our client sought to integrate its customer facing digital platforms into its loyalty platform and improve the quality assurance and testing for those platforms. Faced with a limited in-house team, an ongoing talent shortage, and manual testing processes, our client could not manage day-to-day activities and mature its QA capabilities at the same time. Therefore, it needed an agile and geographically proximate partner to accelerate its QA initiatives and achieve new quality metrics critical to customer loyalty.

1

Day-to day tasks hindered new project starts, such as the loyalty platform integration.

2

Manual testing and manual test data management caused inefficiencies and defects.

3

Limited time and resources to hire and train QA talent.



How Softtek comes into play

With 25+ years of experience in SQA and a TMMi Level 5 certification, Softtek dealt the brand a winning hand to increase overall QA and testing throughput and complete the systems integration of its loyalty platform. Softtek began by assessing the QA processes currently in place, then established onshore and nearshore QA teams to collaborate with the client during normal working hours and fluctuate in size according to project demands. Softtek's teams work directly with the client to implement and maintain QA methodologies and best practices within the following areas:

Defect evidences: highly detailed defect reporting to make the interactions between testers and test managers more efficient.

Test matrices: a QA best practice use by Softtek and the client's testers to quickly and accurately capture the effort, resources, and time required for all phases of testing.

Test data management (TDM) automation: leverages automation tools to drastically reduce human effort, increase reliability, and minimize mistakes. Softtek also drives maturity within the client's in-house QA teams by supporting the development of training materials to be used by new hires and to keep current team members up to date on the latest QA practices.

1

Tested the integration of our client's gaming, restaurant, hotel, and property management systems into the loyalty platform.

2

Implemented QA and testing methodologies, processes, and best practices and aligned them to both Softtek and client teams.

3

Enabled test matrices and highly detailed defect reporting.

4

Proposed and implemented TDM automation, supported by Softtek's AI-powered intelligent test automation platform and Automation Center of Excellence.





Business impact

Softtek not only completed the QA and testing required for the loyalty program integration but did so in true partner fashion, providing continued services to leave an accelerated and lasting impact on customer loyalty and QA effectiveness.



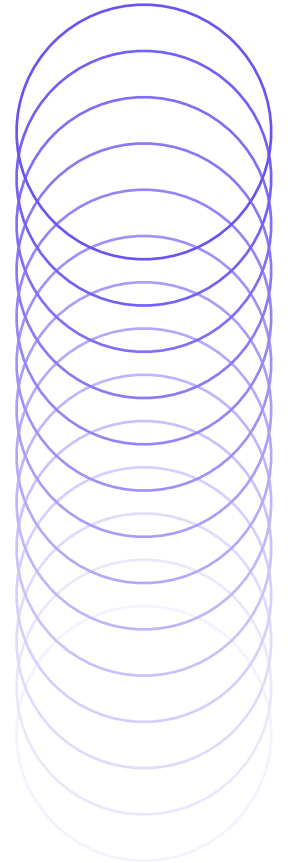
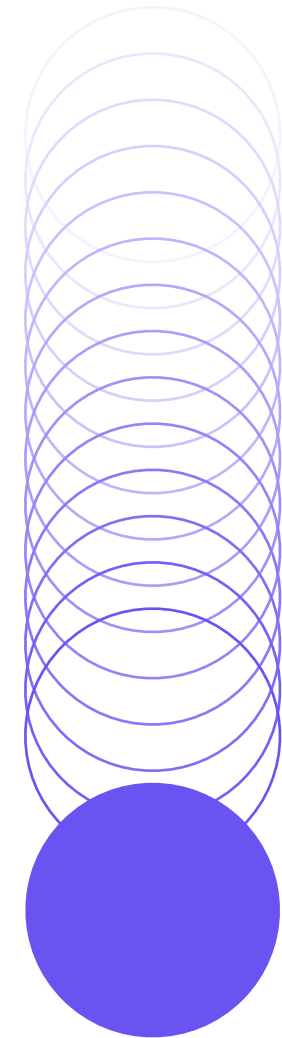
Automated 100% of the test data management workflows.



Increased overall QA throughput, enabling the client's team to focus on more complex, value generating activities.



Doubled the client's team through Softtek's nearshore QA and testing professionals.





ABOUT SOFTTEK

Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals.

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