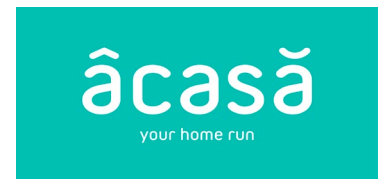


# Reducing crash rates and improving NPS



Case Study: acasa

Acasa is a London-based company that have an app for renters to manage household bills, such as television, water, electricity and internet. When there is more than one renter, the app automatically divides the amount due from each member of the group then withdraws the allocated value from each renter's bank account.



acasa is a single place to set up and manage all your household bills with the people you live with. Setting up all of your bills takes less than 5 minutes and each person in your home can pay their share of the bill directly to the provider so no one is left out of pocket.

**Website:** [www.helloacasa.com](http://www.helloacasa.com)  
**Country:** UK

## The Challenge

The Acasa team followed a typical route of high growth startups – building a product first with their customer in mind but without much emphasis on QA.

Although they were all talented technology developers, none were dedicated testers. So, initially, the team used a combination of staff and beta testers to find the bugs that were impacting their users or relied on bug reports from the users themselves.

Adding to the challenge, bug report formats were inconsistent. Some gave helpful descriptions of the user experience, while others offered only vague references to the problems a user encountered.

As a result, the Acasa office was rife with tension as non-developers pressed for faster bug fixes and, when that wasn't possible, indicated their frustration. Meanwhile, the company wanted to implement new features, but wasn't comfortable releasing them to customers until they were quality tested. The resulting strain added pressure to an already overworked development team.

“Before using Global App Testing we had a messy approach to QA and we found that our processes weren't going to work in the long term”

Daniel, Senior Developer at Acasa

# Global App Testing Solution

Acasa had too many bugs and not enough resources to manage them all - they knew they needed help. They realised they did not have the tools in-house to both develop the app AND test it in real time. The team was not set up to accomplish both goals, so Acasa turned to the crowdsourced QA testing experts at Global App Testing.

At first Global App Testing conducted exploratory testing to find the edge cases in the app that caused the failures. The testing evaluated not only the app's major functions and features, but also the app's compatibility with the wide range of devices and operating systems. Once the app was considered stable, Acasa and Global App Testing built out a set of test cases to perform regression testing ensuring that any bug fixes did not impact already stable areas of the app.

## Global App Testing Results

Global App Testing generated very detailed bug reports. Initially, the Acasa team was actually overwhelmed with the volume and comprehensiveness of the new data they received. "We were thrilled with the quality of the reports" says Daniel, a Senior Developer at Acasa.

These days, the team works in conjunction with Global App Testing, evaluating their progress during testing, and strategizing the use of the data when it arrives.

It has also relieved much of the tension around the office. Developers are no longer anxious about whether their part of the stack will function properly. With Global App Testing as a partner, Acasa knows they have the resources necessary to find and sort bug issues, so team members can concentrate on, well, developing mobile applications.

The Acasa team has reduced its crash rate, its Net Promoter Score has moved up *and* its staying there.

### About Global App Testing

Founded in 2014, Global App Testing has worked with some of the best tech teams and companies in the world to improve their products. Teams such as Facebook, Microsoft, Dropbox and Spotify rely on us to deliver QA results that matter. We scale QA testing for mobile apps and web using a crowd of professional testers.

By using years of industry knowledge and experience, we help guide strategy for testing on the top devices and browsers, based on industry or location. We have in-depth knowledge of global devices and network operators.

Global App Testing was selected as one of the fastest growing technology companies in the UK.

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