

## CASE STUDY

# How Kibo Reduced its Testing Cycle by 90% with an Automation Framework

## COMPANY OVERVIEW

Founded as MarketLive, Kibo is a leading provider of enterprise-class eCommerce platform that helps catalogers, retailers, direct marketers, and brand manufacturers sell goods and services online. They offer some of the most retail-targeted, customizable, cloud based solutions on the market.

## SUCCESS STATS

12

days for testing cycle, reduced from 120+ days

60%

decrease in cost per ticket

8x

improved NPS score

33%

reduction in ticket resolution time

## KMS IMPACT



Created a system for Kibo to track support operations, improve business efficiencies, and reduce ticketing backlog.



Developed an integration and assimilation strategy to achieve synergy between MarketLive and Kibo's new and existing products.



Provided innovative solutions to prevent new problems, fill gaps in coverage, and implement a system to identify operational bottlenecks.



Implemented regression testing, quality assurance, and an automation framework to improve the software testing cycle.

## CHALLENGES

- Highly competitive industry
- Increased demand on consumers to have more new technology integrations
- Sought a higher NPS score and referral rate
- Needed technical expertise and updated tools to prevent bottlenecks during the integration process
- Inefficient testing framework that stretched over 120+ days
- Slow releases, defect leakage and increasing technical debt



*"The management team at KMS has really distinguished itself from other options and partners that we've had. Probably one of the biggest reasons why we've been successful with KMS is the leadership there."*

Director of Account Management & Support Engineering