**WORKSOFT®**

# AUTOMATION COVERAGE FOR eCOMMERCE

## CROCS FOOTWEAR EXPANDS TEST COVERAGE AND DRIVES EFFICIENCY

**crocs™**

### Customer Profile
- Innovative leaders in the shoe industry for over two decades with a unique design and proprietary technology
- Manufacturing and trade enterprise which employs over 4,000, including 3,000 in retail-related functions

## Challenge

With the rapid frequency of updates made to their eCommerce sites on Salesforce Commerce Cloud, crocs needed to guarantee exceptional customer experience even in the face of pervasive change.
- Handling the scale of testing required a significant QA resources
- Making sure of continuity between browsers and devices meant testing on each
- With online storefronts in 13 countries in different languages, crocs needed to ensure new updates were not going to break their systems
- crocs had a multi-year system upgrade roadmap expected to place an increased demand on testing which could have been costly and time-consuming to address otherwise

> *Crocs deploys eureQa, a Worksoft company, to drive speed and efficiency in managing updates to global eCommerce websites in multiple countries, languages and currencies.*

## Solution

crocs chose eureQa, a Worksoft company, and its purpose-built automation platform for testing digital apps to build and run automated tests on crocs's eCommerce sites.

With eureQa's capabilities, crocs could:
- Quickly build automated tests to simulate all user journeys on the online storefront.
- Validate workflows including multiple payment and shipping options.
- Test its online storefronts supporting multiple languages and currencies in countries across North America, Europe and Asia using eureQa's powerful data-driven testing capabilities.
- Test application functionality, and compatibility on different devices and browsers

## Results

Now that their automated testing is running, crocs is able to launch changes to its eCommerce storefronts quickly and with confidence, knowing their systems are safe.

- eureQa's AI powered low-code automation helped Crocs build and maintain self-healing automated tests for end-to-end digital workflows. This reduced the cost and effort to maintain automation significantly.
- Compatibility testing with eureQa gave Crocs the confidence that its users had a great experience on its online storefronts no matter what device they used in their country
- eureQa's powerful data driven testing helped Crocs easily test all the combinations of workflows, products, languages, currencies and payment options and complete this testing in a short period of time on the eureQa Cloud.