

Roquette Turns Salesforce Release Confidence Into Consistent Customer Experiences

Faster, more reliable validation with Worksoft prevents Salesforce changes from disrupting customer interactions

960+

tests in
17 hours

15

hours saved
per cycle

**NEAR-
ZERO**

false
positives

Summary

For Roquette, Salesforce isn't just a CRM. It sits at the center of the company's customer experience (CX) strategy, supporting sales and service teams in more than 150 countries. Across food, pharmaceutical, and industrial markets, teams depend on Salesforce to manage thousands of complex B2B relationships and deliver a consistent CX at scale. When Salesforce doesn't perform as expected, the impact is felt immediately across the business.

As Salesforce adoption grew and release cycles accelerated, testing quickly became a constraint. The volume of changes increased, user workflows grew more complex, and large regression cycles had to run without delaying delivery timelines. Manual testing was increasingly difficult to sustain, and even minor defects carried outsized business risk. The company needed a way to protect Salesforce quality without slowing releases or adding a long-term maintenance burden.

Roquette implemented the [Worksoft Connective Automation Platform](#) to bring structure and reliability to Salesforce testing. The team built a reusable automation framework designed for high-volume regression and parallel execution, reducing false positives and improving visibility into release readiness. With Worksoft, Roquette can now ensure Salesforce releases strengthen the customer experience instead of putting it at risk.

The company

Founded in France nearly a century ago, Roquette is a family-owned global company that transforms raw materials such as wheat, corn, and cellulose into plant-based ingredients, excipients, and pharmaceutical solutions. Its products are used by food manufacturers and pharmaceutical companies in everything from everyday foods to oral medications, biopharmaceutical applications, and bio-based products. Roquette employs more than 11,000 people worldwide and reported revenue of €4.5 billion in 2024.

The challenge

Salesforce sat at the center of Roquette's customer-facing operations, making changes inherently high risk. Internal teams used the platform to manage customer accounts, track sales activity, and support key customer processes across regions and business units, all within a single environment. Since these workflows shaped how customers experienced the business day to day, Salesforce reliability was critical. Each release had to maintain consistency and continuity across markets.

Salesforce updates rarely impacted just one function. A single change could affect how opportunities were created, how service cases were routed, or how customer data flowed into connected systems. Testing needed to account for those interdependencies, requiring validation of complete, end-to-end scenarios that reflected how the platform was actually used.

Manual testing made it difficult to sustain that level of validation. Regression cycles were time-consuming, relied heavily on specialized system knowledge, and became harder to repeat consistently as release frequency increased. Roquette needed a more dependable way to verify Salesforce changes before release, ensuring customer-facing workflows remained intact without slowing delivery or adding long-term testing overhead.

The solution

Roquette chose Worksoft's test automation platform to improve consistency and scalability in Salesforce testing. Using Certify, the team automated complex, end-to-end Salesforce processes that mirrored how customer workflows actually ran in production. This allowed Roquette to validate real business scenarios before each release, rather than relying on isolated test cases.

Automation was built using generic Salesforce objects and reusable components, which helped keep tests stable as Salesforce UI updates and backend process changes were introduced. Each scenario included over 50 validations to confirm expected outcomes and reduce false positives, resulting in a clean, modular framework that required minimal maintenance.

To support large and frequent regression cycles, Roquette used Continuous Testing Manager (CTM) to manage execution at scale. CTM enabled parallel test execution across multiple virtual machines, allowing high-volume Salesforce regressions to run within a predictable timeframe. This made it possible to validate hundreds of scenarios in a single run while maintaining stability, even as release complexity increased.

Worksoft's web-based reporting—along with its integration with Qlik for KPI tracking—gave both business and IT stakeholders clear insight into test results, pass rates, and release readiness. Teams could quickly understand what had been validated and where attention was needed, enabling faster and more confident release decisions. Together, Certify and CTM gave Roquette a stable foundation for continuous Salesforce testing and reliable release validation.

Impact

With automated Salesforce testing in place, Roquette has greater confidence in every release. Regression results are stable and dependable, with near-zero false positives, allowing teams to trust outcomes and move forward without hesitation. Release decisions no longer require late-stage manual checks or subjective judgment calls, reducing risk during validation cycles.

Automation has also reduced manual testing effort by 10 to 15 hours per cycle, freeing up capacity for higher-value work while keeping release timelines on track. Roquette can now execute more than 960 Salesforce tests in a single run, completing full regression in just 17 hours across three virtual machines.

Beyond speed and reliability, Worksoft enabled Roquette to establish a repeatable testing model that supports the company's broader CX priorities. Faster, more consistent validation and shared stakeholder visibility into release readiness have reduced uncertainty around updates that could affect customer interactions. Salesforce changes can now move into production with confidence, helping ensure customers experience consistent, dependable interactions with Roquette.