# Optimising Omnichannel

Leapwork for Retail

Of all industries, retail has felt the impact of digital transformation more than most.

Customers' expectations are increasing, and while software in retail is nothing new, shifts in business models like *Try Before you Buy* have changed the game. But with many digital touch points involved comes a larger margin for things to go wrong.

Retailers need an omnichannel testing strategy in place to secure a unified shopping experience.

A complicated picture

The omnichannel environment requires a variety of testing to ensure its success.
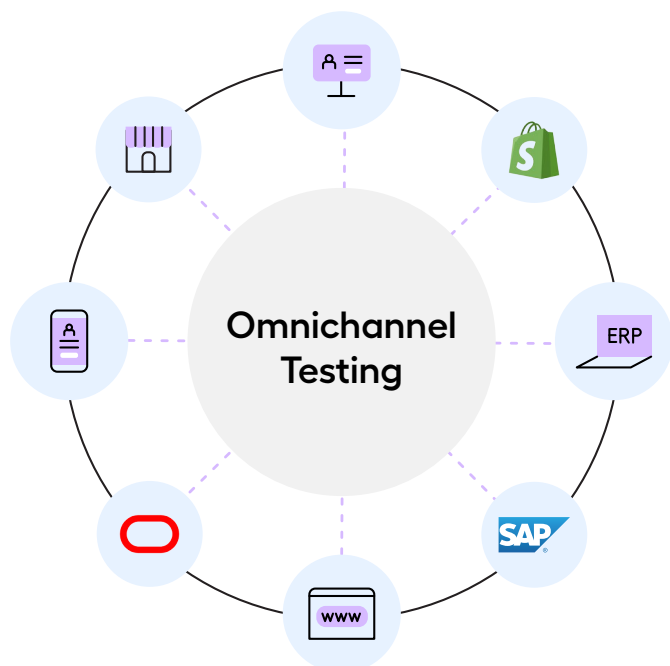
What happens if no action is taken

Slow time to market
When testing is a bottleneck, releases are slowed down and responsiveness to market changes is at risk.

No innovation
When developer resources are spent on QA, little room is left for innovation and optimisation of the customer experience.

Low productivity and resource scarcity
When the QA process relies on manual testing or code-based automation, valuable resources are utilised inefficiently.

Huge complexity in infrastructure
Large enterprises often have an array of systems with siloed approaches to QA. With complexity comes greater exposure to risk.

Risk on business continuity
When the software doesn't work, customers are lost, and business is lost.

Is your organisation in need of automated testing?

- ☑ You use a legacy system and follow an omnichannel strategy
- ☑ You have a complex tech stack that supports online & offline experiences
- ☑ You are juggling growth initiatives while maintaining quality in existing channel
- ☑ You are investing in consumer behavioral analytics

The solution

Leapwork's AI-powered visual test automation platform enables non-technical testers to automate testing, fast, so that you can keep up with your release cycles, minimise risk, and spend more time on higher-value work.

Plus, we are the only visual test automation vendor that automates across all applications in your tech stack.

Case study

A leading UK retailer uses Leapwork to test their global omnichannel platform.

What were they testing?
→ A customer's journey travels through 16 systems including web, desktop and apps. This is impossible to test manually or with most automation platforms.

How did Leapwork help?
→ But, with Leapwork's end-to-end testing capabilities, regression testing coverage increased by 500%.

> "Businesses that want to center a testing strategy around business testers and packaged apps should consider Leapwork"
>
> **Forrester**

With faster, more accessible test automation, we can solve your challenges more quickly, making your customer's shopping journey seamless.

Explore today →

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