Watch leaders from Accenture, Applause, Perfecto Mobile and SOASTA explain how the Accenture Omni-Channel Testing Platform helps digital enterprises fast track their omni-channel deployments, create a seamless end-user experience whatever the user interface, improve conversion rates and realize market potential.

Jim Bailey: The Accenture Omni-Channel Testing solution is a platform that covers many different types of devices for technology deployment in an omni-channel setting. It includes over ten tools, some are from Accenture, several from our ecosystem partners that bring the best of the world to omni-channel testing, in a platform that’s really the first of its kind.

Doron Reuveni: it’s mobile, it’s web, it’s Internet of Things, it’s in-store, it’s a whole customer experience.

Kishore Durg: But, right now, the testing of these omni-channel applications is not seamless for most companies. It’s manual, and tedious. We’ve automated the digital quality assurance end-to-end, so that you can deliver a seamless customer experience and focus on the business outcomes that really matter.

Eran Yaniv: Customers expect their application to work all the time via any channel.
Venugopal Ramakrishnan: We use remote access to devices, simulation test labs and reusable test libraries that help simplify this process for you.

Eran Yaniv: Perfecto Mobile has a continuous quality lab, which is basically a setup of real end user environments

Doron Reuveni: Digital experience today is the front door to any type of business

Venugopal Ramakrishnan: Our multivariate testing solutions help you test thousands of variations of marketing content across multiple channels to drive predictable and sustainable conversion rates.

Doron Reuveni: Applause has the knowhow, the communities, a crowd, in order to be able to help you test across multiple devices, get results very quickly. Test in the wild on real devices, real configurations beyond the confinement of a lab. That’s how you get a true innovative and delightful experience for your customers and users.

Tom Lounibos: Performance today is everything. When you go direct to the consumer, milliseconds really matter. The digital operation center pulls together all that information about a web experience and turns it into actionable intelligence and gives digital brands the ability to monitor and measure their business

Jim Bailey: The Accenture Omni-Channel Testing Platform simplifies the world of testing in an omni-channel environment, improving speed, productivity and ultimately the quality of the outcomes.

Kishore Durg: And leveraging this intelligent automation platform our clients can focus on driving market uplift through digital optimization as well generating higher revenues and conversion rates through performance engineering. The platform helps tune your digital applications and customer experience to deliver the business outcomes that really matter.