

APPLICATION FIELD TELEMETRY TESTING

APP FIELD TESTING GETS REAL. AND FAST. AND JUST A LITTLE CRAZY.
Safe Driving Mobile App Gets Put Through The Paces

BACKGROUND

This publicly traded insurance company is the largest insurer in America and has been on the forefront of making mobile technology part of its customer experience. When it created its customer focused mobile app, it needed to be sure it was accurate in real-world conditions and easily updateable based on customer feedback.

An RFP Becomes a Rewrite and a New Partnership

The company's simulation software was not delivering the data needed, so an RFP was extended. Instead of responding to the RFP as written, Lionbridge rewrote it, pointing out where the company's line of thinking was missing critical elements. Seeing a unique opportunity, the company chose Lionbridge without hesitation and the new partnership led to key project modifications and an unusual—yet undeniably thorough—testing process.

About the App

The mobile app uses a small device that plugs into a car's OBDII connector (also used by mechanics use to read diagnostics and system messages). It gathers information including braking, acceleration, speed, mileage, etc., and wirelessly transmits the data to the company where it is analyzed to determine any discounts. Drivers can access their data, including stats about their driving habits and impacts on premiums, by logging into the provider web portal. Beyond the potential for discounted rates, customers have the expectation that their feedback will be incorporated into app updates and improvements.

BEYOND THE SIMULATOR: REAL-WORLD TESTING

The Lionbridge test team took the app beyond the simulator—way beyond. They leveraged their mobile phone testing experience—global, rigorous, comprehensive—to take the app to the limits of usage, data, and climate conditions. The team headed to Boise, ID to test a number of what-if scenarios:

- **Carrier/mobile models test:** to test performance and data connections, the team packed a modified van with 100 different app-equipped phones and hit the urban, suburban, and country road
- **Terrain test:** the Boise area provided the team with data from city, mountainous, and inclement weather driving conditions plus two time zones. Eighty mph (the legal limit) in a rainstorm? Check. In reverse? Check.
- **Driving styles test:** the team tested every potential driving maneuver a customer might make, under normal and emergency conditions

Instead of responding to the RFP, Lionbridge rewrote it—and won the business.

RESULTS

By getting out of the lab and into the end-user's world, Lionbridge helped the company get maximum performance and sustainability from the mobile app with:

- **Expanded guidance:** by leveraging Lionbridge's extensive global test experience the company delivered a better app to customers
- **Real-world validation:** the company has a baseline of actual, not simulated, performance results
- **User-focused outcome:** improvement including refined ratings for customer satisfaction