

How Moët Hennessy-Louis Vuitton ensures fast & flawless eCommerce rollouts with qTest

LVMH

To support their corporate goal of double-digit eCommerce growth over the next 2 years, LVMH adopted an ambitious plan for digital launches.

The biggest problem was testing consumed considerable resources. Test cases were re-created with every rollout and not fully integrated into CI/CD, which caused developers to lose time on the feedback. It was critical they test E2E transactions cross web, mobile, Salesforce, eCommerce, ERPs, WMS, CRM and more while ensuring a zero tolerance for “glitches”.

LVMH re-vamped their testing process around qTest. They slashed the time required to test each new market rollout from 50 days to 13 days, met their objective for exceptional quality and cut testing costs 4X.

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Faster Testing
Time

4

Reduction in
Testing Costs

“In just two years, we reduced our cost of testing by over 4x by putting in place a business-oriented and optimized testing approach (business-driven testing) and by implementing an almost human automation that can very realistically reproduce our end-customers’ behavior on the web.”

*~Johann Gaggero,
Omnichannel Test Manager, LVMH*