How **Pipedrive** Keeps Sales Flowing with **Testlio**

The Heart of Sales

Managing customer relationships is arguably the most important day-to-day duty of sales professionals. Pipedrive, a sales CRM solution based in Tallinn, Estonia and New York City knows firsthand how sales productivity tools can fuel a rising company's growth. Tens of thousands of small and medium sized businesses rely on Pipedrive to develop and grow relationships that add to their bottom line. Pipedrive isn't just a tool for its users, it's a revenue driver for founders and sales leaders across the world.

Pipedrive updates its web app 40-50 times per day, writing automated tests and automatically deploying any updates to the live build. However, its mobile apps are released every few months, requiring a completely different approach to quality and customer experience. Luckily, Testlio can test new builds in 48 hours or less, enabling Pipedrive to add new features at a rapid pace.

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In addition to its web interface, many of Pipedrive's customers use its CRM on their mobile devices. Because Pipedrive knows how much QA affects the customer experience -- especially on apps -- it chose Testlio as its testing partner because of the quality of Testlio's testers, which ensure QA is never a bottleneck in the development cycle.

"The customer experience is at the center of our growth strategy, says Tiit Paananen, Head of QA at Pipedrive. "Partnering with Testlio on our mobile QA ensures our software is always intuitive and easy-to-use."

Boosting Engagement

Pipedrive wanted a QA partner that could guarantee the functionality of its mobile app. Pipedrive users rely on its software to work seamlessly anywhere, anytime, which made enhancing the customer experience with an external partner a priority for the engineering team. "My goal is to make sure our engineering and QA teams fuel Pipedrive's growth and never become a bottleneck to our success," says Sergei Anikin, Pipedrive's VP of Engineering. "Testlio allows us to seamlessly scale our capabilities as we bring on new customers."
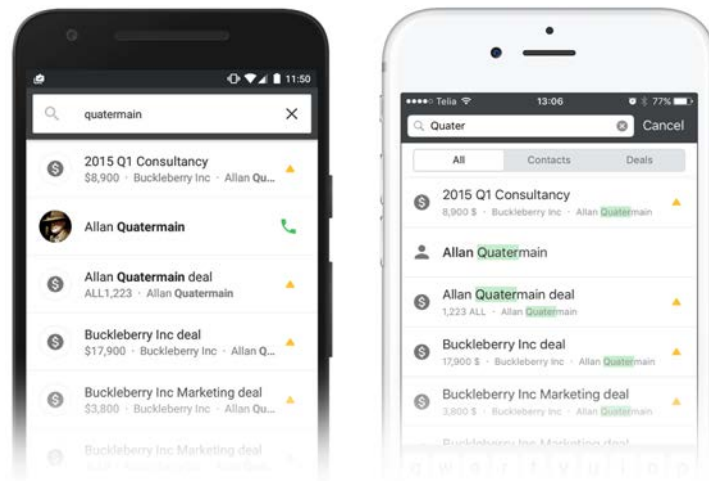
According to Paananen and Anikin, key benefits of Pipedrive's partnership with Testlio include:

● **Testlio keeps pace with Pipedrive's rapid development cycle:**

Pipedrive implements new features with engineering sprints, but expects software engineers themselves to manage and execute QA tests as needed. In most organizations, working as software engineer, tester, and QA manager would limit the pace of innovation, but Pipedrive's partnership with Testlio keeps development cycles short and allows the company's engineering team to prioritize the customizations and fixes that drive bottom-line growth. "We expect our engineers to handle all QA responsibilities," says Anikin. "Working with Testlio has given our team the time we need to build a world-class product."

● **Testlio knows QA can make or break the customer experience:**

In the competitive CRM space, nailing the customer experience is paramount. "If customers get frustrated with our product, they'll begin looking for other solutions," says Paananen. "Since it's easy to migrate sales data between CRM solutions, we count on Testlio to find bugs before our users ever do." With Testlio's experienced, global network of testers, Pipedrive engineers can identify and fix the bugs that most impact the customer experience.

- **Testlio complements Pipedrive's testing capabilities:**
  Pipedrive's engineers have historically tested its web platform during development, but the addition and integration of a mobile app made their testing needs substantially more complex. "Testlio has been able to offload some of the work that's not in our DNA," says Anikin. "Their experience in structured exploratory testing and mobile testing generally has been a tremendous asset."

Making sales intuitive

Enterprise software isn't always easy-to-use, but Pipedrive knows that and intuitive, bug-free UX is the key to building and growing a product that sticks with users over time. Since Pipedrive relies on subscription revenue, maintaining a consistently outstanding customer experience is a top priority for its engineers.

"If sales professionals don't understand their software, they won't use it," says Paananen. "With Testlio's help, we find any remaining issues while testing release candidate builds before going to the App Store and Google Play."

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To ensure Pipedrive works for sales professionals no matter where or when they're doing business, Testlio performs localization testing for their app. "Our users are closing deals and growing their companies across borders and languages," says Anikin. "Testlio makes sure our user experience is excellent not only in English or Estonian, but the world's most popular languages."
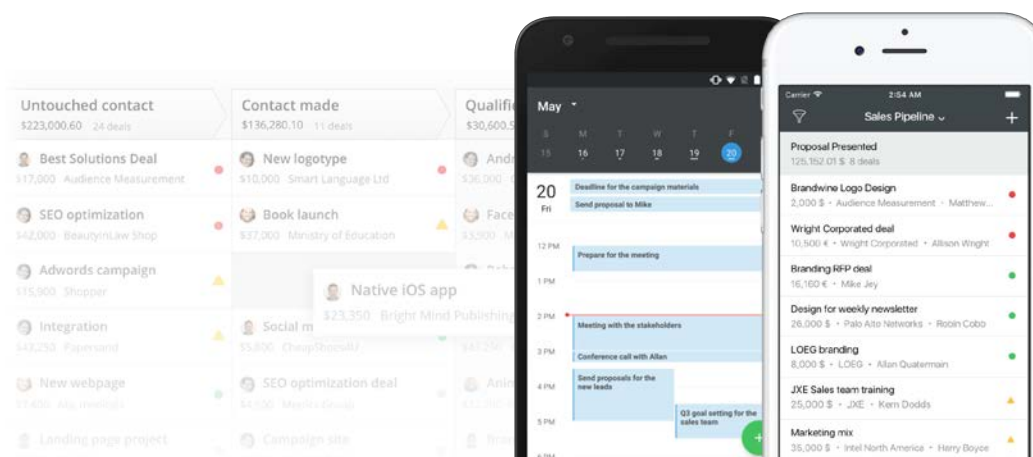
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—— RESULTS IN ACTION

Selling Sticky CRM

In the highly competitive CRM industry, companies demand intuitive products that improve over time and meet their specific needs. Testlio's partnership with Pipedrive has enabled them to create a CRM that users love and renew continuously. "Working with Testlio has made customer experience part of our competitive advantage," says Anikin. "Focusing on quality is how we'll continue growing. Testlio has made Pipedrive synonymous with quality customer relationship management."

Pipedrive's customer experience has made it the first truly "sticky" CRM. As it continues to innovate and expand to new businesses, Pipedrive's relationship with Testlio will ensure it keeps setting the bar for quality and seamless experience in sales and enterprise software worldwide.