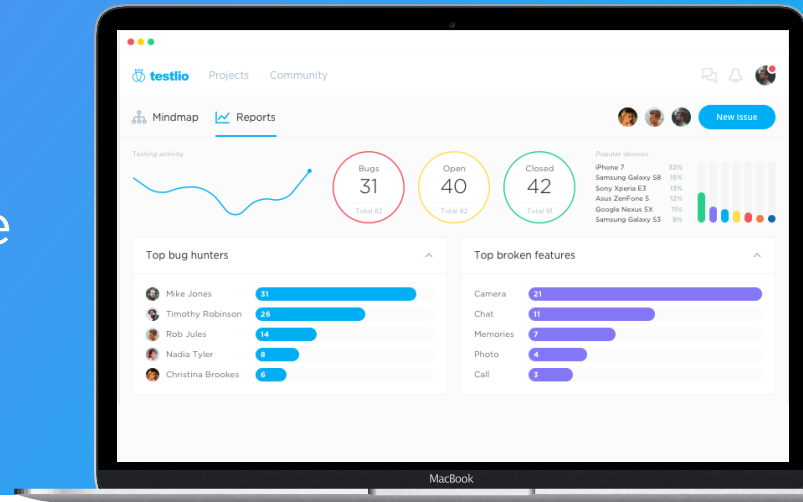


How Lyft Hailed An Amazing Customer Experience With Testlio



BACKGROUND

Transforming transportation

Logan Green and John Zimmer founded Lyft to change transportation for the better and improve the future of our cities. Since launching Lyft in 2012, the duo has grown the business into an on-demand transportation service that is essential to the lives of millions. At the core of Lyft's success is a promise: riders can always get where they need to go, and drivers can access riders on Lyft's network. Lyft fulfills this promise to riders and drivers with technology. The intuitive app ensures customers accomplish their goals quickly and consistently. Today, Lyft is available in more than 300 cities nationwide and 4 out of 5 rides receive a 5-star rating.

Lyft knows that a first-class customer experience is key to growing ridership in a highly competitive industry. It has to nail the user experience every time. If it doesn't, riders will seek out another service. Lyft chose Testlio as its mobile testing partner in 2016 because of its professionally vetted testers who can execute complex and precise test cases while approaching the app without the unconscious bias of the company's in-house QA team.

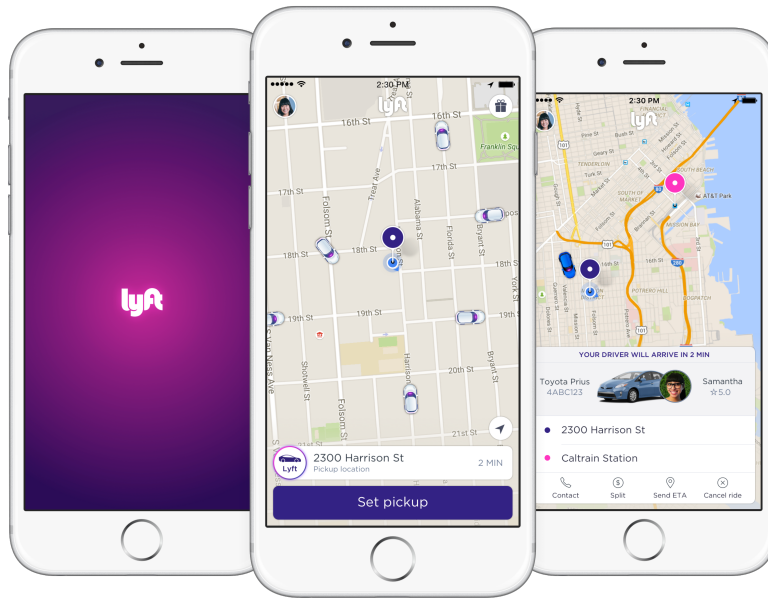
"Our users need to be able to find a ride or passenger whenever they need one," says Heather Daigle, QA Lead at Lyft. "Testlio makes using our app seamless for both riders and drivers alike."

SERVICES AND BENEFITS

Enhancing development

Lyft wanted a mobile QA partner so it could reallocate assignments on its internal testing team. The company's Android and iOS teams were quickly outgrowing their testing abilities. "Smoke and regression tests were taking up too much of our testers' time during release cycles," Daigle

says. “Testlio lets them focus on strategic tasks like verifying mission-critical bugs.” Since Testlio manages Lyft’s regression and smoke tests, its QA team now has the bandwidth to focus on automation and increasing overall test coverage



According to Daigle, key benefits of Lyft’s partnership with Testlio include:

- **Testlio partners with the highest quality testers:**

Unlike other services, Testlio thoroughly vets its testers for experience and relevant skills, ensuring teams can address issues without disrupting their release cycles. “Other companies we tried weren’t uncovering the bugs that most affected our users,” says Daigle. “We appreciate the professionalism of Testlio’s testers week in and week out as we strive to exceed customer expectations.”

- **Testlio scales with Lyft’s specific needs:**

While Lyft initially partnered with Testlio to handle its regression and smoke tests, both companies expect the partnership to grow organically. “We’re always looking for new ways to raise the bar for our customers,” Daigle says. “We look forward to working with Testlio on new projects such as localization testing down the road.”

- **Testlio returns test results in 48 hours or less:**

The speed of Testlio’s test cycles lends stability to Lyft’s engineering team, enabling them to reduce the length of their beta cycle and focus on other projects that add value. “Testlio has made it easier for our mobile release team to prioritize app enhancements,” says Daigle. “It’s nice to know I have a predictable part of my week when I can focus on long-term optimizations and fixes.”

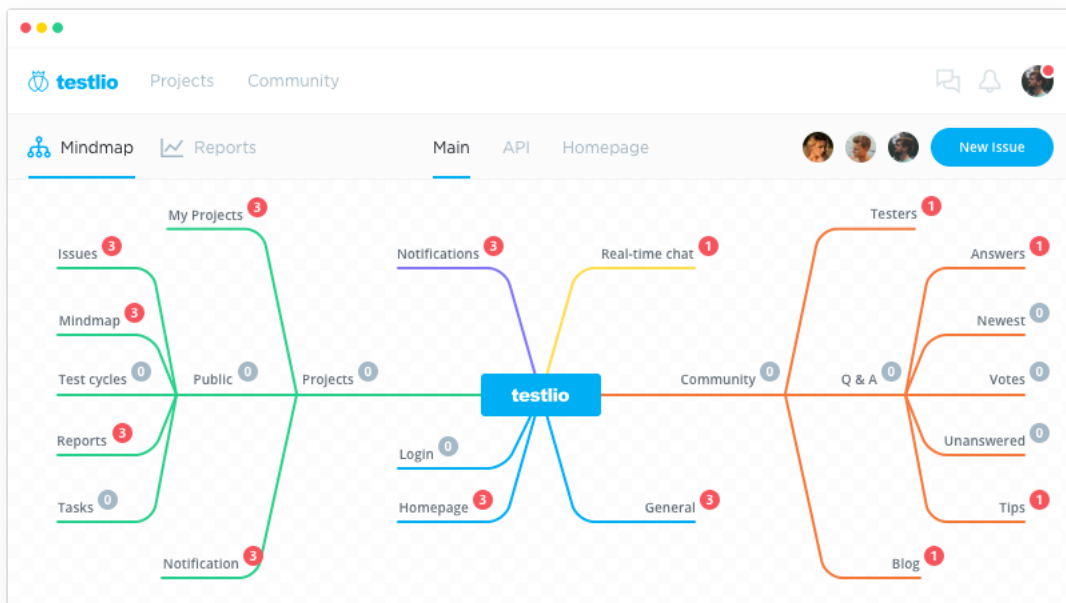
Delivering seamless functionality

Lyft knows that both its riders and drivers need to be able to use its app to accomplish their goals. Testlio enables Lyft's app to "get out of the way" of its users, so their experience is as functional and productive as possible.

"Everything that happens on our platform touches the app at some point," Daigle says. "If the app works well without users thinking about it, they can make the connections they need throughout their day."

To deliver a consistently high customer experience, Lyft maintains a weekly release cycle. This pace ensures the company's engineers are constantly adding new features as well as adjusting those that create friction in the app. The complexity of Lyft's backend platform has made regression testing particularly important to customer experience success, as new improvements can affect mission-critical performance elements, such as the ability to pinpoint user location. "Testlio enhances the speed and agility of our engineering team by consistently hitting deadlines and reporting issues within 48 hours," says Daigle. "Hitting deadlines is a priority for us. If users ever can't request a ride, that's a huge problem."

“Smoke and regression tests were taking up too much of our testers’ time during release cycles. Testlio lets them focus on strategic tasks like verifying mission-critical bugs.”



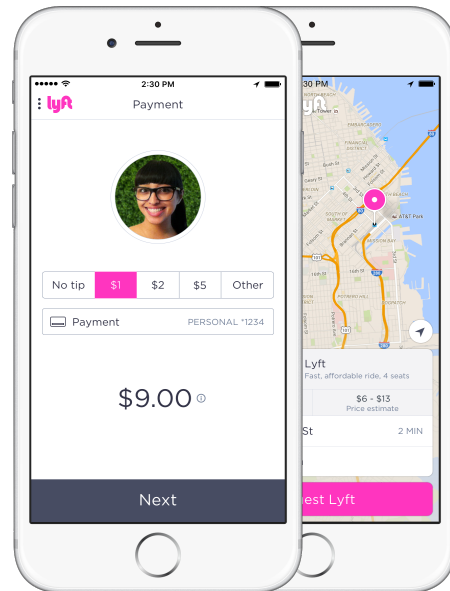
Building brand loyalty

Expert QA propels companies to meet and exceed user expectations, sparking the “aha” moments in customers that drive business growth. Testlio’s partnership with Lyft has helped the company deliver on its promise to users, generating brand loyalty for years to come. “People count on Lyft to accomplish something important in their day or life,” says Daigle. “An amazing customer experience makes users appreciate the service we provide and ultimately boosts ride volume on the platform.”

In the competitive ridesharing industry, Lyft relies on its customer experience to differentiate itself from competitors. Its employees use Testlio to optimize their internal priorities, maintain a weekly release cycle, and deliver the seamless functionality its users have now come to expect. As customer experience continues to be the bar on which companies are judged, Testlio is not only Lyft’s partner in quality, but in growth.

“Our users need to be able to find a ride or passenger whenever they need one. Testlio makes using our app seamless for both riders and drivers alike.”

“Other companies we tried weren’t uncovering the bugs that most affected our users. We appreciate the professionalism of Testlio’s testers week in and week out as we strive to meet customer expectations.”



testlio

Testlio helps enterprises deliver amazing customer experiences by providing a community of highly vetted testers and an end-to-end QA management platform.

Learn more: testlio.com

✉ sales@testlio.com

f fb.com/testlio

🐦 twitter.com/testlio