



Quality Assurance Using Behavior-Driven and Test-Driven Development

**Verifiable Acceptance Criteria Met
With 90% Reduction in Product
Delivery Times**

Large Health Payer

A large health payer wanted to increase registration rates and usage of an existing digital member services platform by streamlining the onboarding process and improving the user experience. To reduce wait times and lower costs, the client aimed to automate the onboarding process so enrollees could be identified, registered and granted platform access more quickly.

Challenge

The client sought to digitally optimize member onboarding through new automation processes.



Change

Stakeholders were brought together to map the customer journey and create acceptance criteria ensuring final product met business needs.



Value

Automation of previously manual processes reduced member wait times and onboarding costs.



Turn Change Into Value™
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The xScion™ Difference



The Challenge

The client sought to digitally optimize the member onboarding process through new automation processes.

To do so, it was necessary for Developers to have a clear understanding of evolving customer needs through a continuous feedback loop and Agile processes.



The Change

xScion assembled stakeholders from the Product Owner, Developer and Test Teams using an approach to:

- Chart out customer journeys identifying touchpoints, handoffs from one process to the next and pain points
- Identify opportunities to improve the customer experience and automate time consuming handoffs
- Derive verifiable, unambiguous acceptance criteria from the customer experience mappings using a Test-Driven Development (TDD) approach
- Create acceptance criteria to ensure the final product was the right one to meet business needs following a Behavior-Driven Development (BDD) process



The Value

- xScion used its “learning by doing” Dojo approach to collaborate with technical and non-technical stakeholders to define successful business outcomes and design and implement tests verifying each incremental step in the process
- Product delivery times were reduced by 90% while ensuring verifiable acceptance criteria were met each step of the way

Turn your transformation goals into actions that create lasting value.
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