

**mabl**

24G

case study



# About 24G

## The Digital Experience Agency

24G works with the world's leading brands and their agencies to build meaningful experiences: online, on-site, on Amazon, and directly to a computer or mobile device. 24G builds software to solve large corporate challenges for people, product, and process solutions. AR/VR, AI, Gamification platforms, training, communication, and Phygital solutions help our customers reach their employees, partners, and customers to create effective digital experiences.

Headquartered in Troy, MI, USA

<https://www.24g.com>





Describe mabl in 3 words:

**"Intuitive, effective, thorough."**

Chris Mosier,  
*Digital QA Manager, 24G*

## Meet Chris.

Chris has been in QA for 3 years, is a musician, and a great people person. He loves that mabl is so intuitive to use that he can quickly train mabl to create a suite of automated tests.

mabl handles functional regression testing and link checking to give Chris and his team the ability to focus on the human, exploratory nature of testing.

Chris is never content; there's always room for improvement, and there's always new ways to learn. This attitude is reflected across the teams at 24G, which drives him to continuously evolve the QA processes in his team: "As their standard evolves, I want to make sure our QA evolves as well." That's why Chris adopted mabl.

# The Challenge

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Chris and his team's job is to make sure that the applications and web tools 24G makes function on the browsers and devices that their customers will be using them on.

However, 24G has hundreds of sites in their portfolio, and they have a relatively small QA team, about one QA engineer to every 6 developers. As a result, Chris is usually working with 2-5 customers at a time. The number of sites each customer has, multiplied by cross-browser and mobile testing,

means hundreds of test cases! With a highly efficient team, Chris uses mabl to help streamline the process.

An issue that any manual QA team can run into is unintentionally overlooking issues because of weary eyes. Repetitive manual testing makes it difficult to have a fresh perspective on the webpages being tested, especially when a single web page has been reloaded hundreds of times. The valuable testing that a human brings can wane over time.

*"We have 100s of sites in our realm of clients that we work with. Once we had a bit of a deadline, and there were quite a few steps to test. We could just go in and click 'run' in mabl, and we were that much more confident knowing that the site would actually work."*



# Life After mabl

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mabl's link crawler extends Chris' reach as a QA manager. It gives him an overview of the health of his customer's websites. With mabl handling the repetitive link checking, his team has more time to explore the nuanced functionalities of their customer's sites, pushing the quality of 24G's deliverables even further.

Chris' most used feature is the ability to add assertions. He uses assertions to stay informed of any newly broken functionalities when changes occur in the application. He also benefits from mabl's ability to store commonly used flows for

*"Being able to view mabl's test output with screenshots is wonderful. I can now test so many more projects at once, because with mabl we can just send that output directly to a developer over Slack. There's less back and forth now that mabl's in place."*

reuse in other tests. This feature helps him train more tests, quickly.

mabl brings his team consistency in terms of cross-browser testing and running tests on schedule.

mabl's test executions are so fast that he can schedule them to run at 9am and address newly found issues the same morning. Chris also experiences less back-and-forth when escalating issues to his dev team; with mabl, it's as simple as passing them a link to the mabl test output over Slack, which includes screenshots and enough context for the dev team to troubleshoot issues.

# Moving forward

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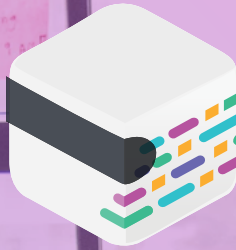
24G's development team is preparing to run mabl tests on deployment, triggering tests from Bitbucket Pipelines. With the development team, Chris is hammering out best practices for testing and automation, so that he can expand 24G's QA team and the adoption of mabl.

Chris' ambition is to appoint chief testers for each project - no more balancing 2-5 projects at a time. These chief testers will take ownership of automated testing with mabl, handling regressions and failed tests as Chris is now, mabl-equipped. Manual testers will continue to

be empowered to creatively test customer sites, perfectly marrying the exploratory skills that human testers have, with the scale and velocity of test automation.

*"mabl has increased our speed by about 50%... It's a multiplier for our team. [mabl] assures that we're getting the quality that we desire. Having mabl running checks is super effective and guarantees that we're shipping the best product possible to our customers."*





# mabl

mabl.com

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