

Case Study

Content Testing to Prepare a Publisher for Back to School Season

Magic
EdTech

The Client

The client is a global leader in learning, providing content and services to millions of students and teachers worldwide. They create engaging, dynamic, and effective educational content and experiences from early childhood to K12.

The Challenge

They were looking to expand their quality assurance efforts by engaging with a partner who understood content and platforms and had a fairly large team size for a multi-year arrangement. The client produced hundreds of thousands of content assets annually and wanted to ensure that the partner could manage the volume and do a thorough job of evaluation.

Critical Success Parameters

- ✓ Create a specialized team within the large team to manage different areas of testing.
- ✓ The team needed to be capable of ramping up and ramping down on a short notice.
- ✓ Thorough understanding of the client's tools and processes to ensure close collaboration.

Our Solution

- ✓ We ramped up a sizable team of 50 testers and leaders in a time span of 45 days.
- ✓ Created multiple centers of excellence within the group to ensure focus.
- ✓ Created a rigorous review process to provide top-notch quality to the client.



Key Result Highlights

80+ Apps Tested

100+ eBooks Tested

30% YoY Cost Reduction