



# Next-Gen Testing Services Client Perspective Report

**Abstract**

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## Who Is This Vendor Assessment For?

NelsonHall's "Next-Gen Testing Services Customer 2019" is an assessment report designed for:

- Sourcing managers investigating "the art of the possible" and the perspectives of their peers towards software testing services
- Vendor marketing, sales and business managers developing strategies to target next-gen testing services
- Financial analysts and investors specializing in the IT services.

## Background & Scope of this Report

NelsonHall published in 2019 a new report on software testing services, named "Next-Gen Software Testing Services". The research focused on:

For this new research on testing, NelsonHall decided to focus and go deeper in digital testing, looking at, next-gen testing services, i.e.,

- Mobile and UX testing (including usability testing, accessibility testing, content testing, and end-user-centric performance testing)
- The role of cognitive, namely RPA and AI, bringing further automation to testing services.

As part of this research, in addition to interviewing 18 of the largest IT service vendors globally, our research extended to a survey of 24 clients of these vendors. These clients represented a range of geographies, sub-segments, size, scope of services, and various levels of maturity in their sourcing of quality assurance (QA).

Each interview was conducted to cover several focus areas, to gain a comprehensive understanding from the client perspective including their experience as a buyer of next-gen testing services in the current marketplace.

This analysis was specifically designed to understand, not only the perception of the vendor performance in meeting client needs currently, but also their ability to meet the clients' needs in the future. The survey focused on the following key areas:

- Next-gen testing services usage
- Benefits derived directly from next-gen testing services
- Vendor approach to benefit delivery
- Client satisfaction
- Client future expectations and vendor ability to meet these future requirements.

For each of these focus areas, clients were asked to rate various attributes including services used, services satisfaction, benefits sought, benefits importance, vendor approach, and overall performance satisfaction.

## Key Findings

Clients of digital testing are primarily satisfied with the services being provided by their vendors, particularly with the mobile testing and UX services being delivered, as these are the most mature areas for vendors. While RPA and AI are still relatively immature, clients expect vendors will be well positioned to delivery RPA and AI testing going forward.



Clients are facing a specific challenge around testing automation and are looking to their vendors to deliver innovative solutions to address their automation needs. While satisfied with their vendors' partnering and flexibility to deliver value, clients are looking for greater innovation from their testing vendors.

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## Report Length

15 pages consisting of three chapters.

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