

SUCCESS STORIES

IntelliQA-Enabled QA Transformation for a Leading Telco Firm

About the Customer



How a Tier-1 North American telco eliminated manual QA bottlenecks, achieved 3× faster release cycles, and reduced production defects by 40% — through Incedo's agentic AI quality engineering platform.

- Tier-1 North American telco operating 200+ applications across BSS, OSS, billing, and network provisioning — releasing across 20+ product teams on a bi-weekly cadence under stringent regulatory and SLA obligations.
- QA was entirely manual — test planning in spreadsheets, regression on fixed schedules, and E2E coverage dependent on individual testers. Each release consumed 3–4 weeks of QA capacity with inconsistent outcomes.
- Mandate from engineering leadership: shift to continuous, autonomous quality assurance without scaling QA headcount.

Key Challenges

No requirement-to-test traceability

coverage gaps remained invisible until post-release defects exposed them in production.

Brittle UI automation

~40% of regression scripts broke on every front-end release; maintenance exceeded execution effort.

Subjective go/no-go decisions

release quality assessed by individual judgment with no consistent, data-driven evidence base.

Schedule-driven regression

full suites ran regardless of change scope, consuming weeks of QA capacity every cycle.

Zero API & integration coverage

an entire layer untested, causing frequent production defects in billing and provisioning service interactions.

IntelliQA-Enabled Solution Approach



Test Case Management & RTM

- Live RTM from day one — every requirement traced to test cases automatically
- Coverage gaps surfaced in real time before a release begins
- Test assets auto-updated as requirements and code evolve



UI Testing — Self-Healing Agent

- UI tests run autonomously with self-healing scripts
- Detects and repairs locator failures on-the-fly — no manual intervention
- Eliminated ~40% maintenance burden; regression cycle cut from days to hours



API & Integration Testing

- Full API layer instrumented for billing and provisioning services for the first time
- Contract validation, schema integrity, and integration health tested on every change
- Caught 60% of defects that previously reached production



Regression Management

- Change-triggered regression scoped to actual changes — not the full suite every time
- Code Diff Agent maps commits to impacted tests only
- Flakiness classifier ensures only genuine failures escalate to engineers



Release Intelligence & Prod Validation

- Every release candidate scored in real time against quality baseline
- AI-generated quality confidence score replaces judgment-based go/no-go approval
- Post-release observability agent monitors vs baseline and triggers recovery on breach

Business Impact

60%

Reduction in manual QA effort — engineers redeployed to higher-value work

75%

Less regression maintenance — self-healing scripts eliminated script decay

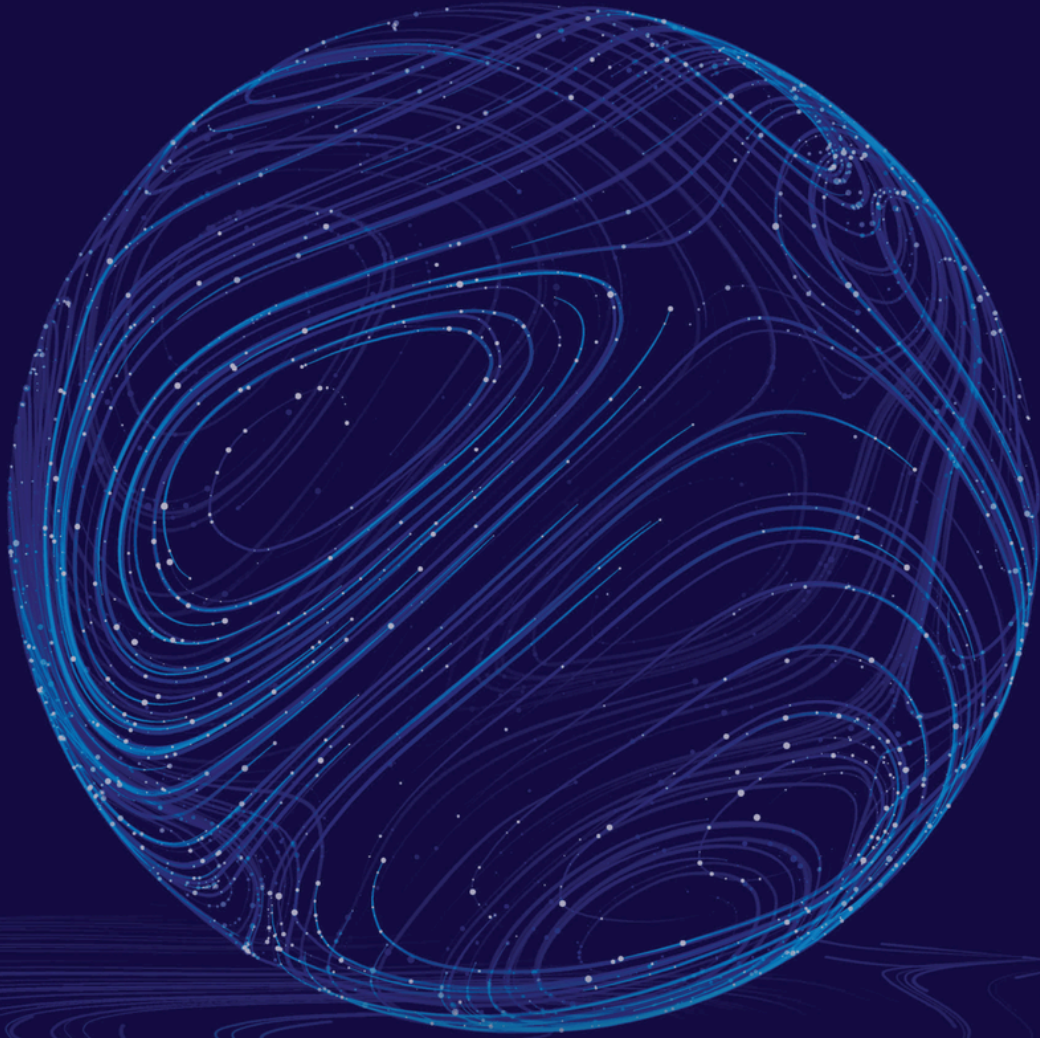
3x

Faster release cycles — from 3–4 week QA cycles to continuous delivery

40%

Fewer production defects — caught earlier across API and UI layers

incedo



About Incedo

Incedo is a global AI and data transformation specialist empowering companies to realize sustainable business impact from their digital investments by delivering ROI from AI@Scale.

As a long-term partner for strategy to execution, we operate at the intersection of business and technology. Our integrated services and platforms are built on the foundation of AI & Data, digital engineering, and operations transformation, bringing deep domain expertise and full stack capabilities together.

With over 4,000 people in the US, Canada, Latin America and India and a large, diverse portfolio of Fortune 500 enterprises and fast-growing clients worldwide, we work across banking & payments, wealth management, telecom, hi-tech and life sciences.

10+

**Fortune 500
Customers**

10+

**Global
Locations**

4k+

**Employees
Globally**

Our Global Presence

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Chennai
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