

Accelerating Quality and Automation for a Global Leader in Loyalty & Rewards

About the Customer

A global leader in personalized loyalty and customer engagement solutions, empowering some of the world's largest brands to create meaningful, data-driven customer experiences.

Now part of a Fortune 100 financial services organization, the company delivers millions of real-time interactions daily through its AI-powered loyalty platform. The platform enables seamless rewards management, omnichannel personalization, and campaign analytics- all designed to strengthen customer connections and drive long-term brand loyalty.

Challenges

As the platform evolved to serve a rapidly expanding enterprise customer base, the need for scalable, reliable, and automated quality assurance became critical.

Key challenges included:

- Complex end-to-end validation across loyalty programs, offers, and reward fulfillment.
- Lengthy manual testing cycles impacting release velocity and go-to-market timelines.
- Migration of 40+ enterprise clients from the legacy Loyalty 1.0 system to the enhanced Loyalty 2.0 platform without operational disruption.
- Ensuring high performance, data consistency, and monitoring within a multi-tenant AWS cloud environment.



Approach

TVS Next partnered with the customer to design and execute a comprehensive testing and automation strategy focused on speed, accuracy, and resilience.

The engagement combined deep functional validation with cutting-edge automation frameworks and cloud observability, ensuring continuous quality at scale.



Our approach included:

- Establishing complete end-to-end functional coverage for user registration, product catalog setup, loyalty tiers, point accrual/redemption, and reporting.
- Building an integrated UI and API automation suite for continuous testing within CI/CD pipelines.
- Defining robust migration validation frameworks to maintain data integrity during client transitions.
- Embedding AWS-specific testing for proactive monitoring and performance assurance.

Solution



End-to-End Testing

Spearheaded functional and automated validation across all core workflows- from registration to reward fulfilment- ensuring system robustness and user experience consistency.



Test Automation

Engineered a 400+ test case suite using Cypress (UI) and Postman/ sAxios+Jest (API), drastically reducing manual effort while increasing test coverage and reliability.



Client Migrations

Facilitated the seamless migration of 40+ enterprise clients from Loyalty 1.0 to 2.0, supported by automated post-migration validation for data accuracy and operational continuity.



Cloud (AWS) Testing

Conducted deep validation using CloudWatch, Athena, and S3 to verify data pipelines, monitor logs, and optimize performance within AWS environments.



Value Adds

Automated internal SessionM QA tools with Python, streamlining environment readiness and improving testing efficiency across teams.

Results

- **80% reduction** in manual testing effort.
- **Accelerated release cycles** with enhanced regression coverage.
- **Zero downtime** during large-scale client migrations.
- **Increased QA efficiency** and data reliability across environments.
- **Improved observability** through cloud-based validation and monitoring.



Business Impact

By embedding automation at the core of its QA lifecycle, the customer achieved faster release readiness, higher platform reliability, and consistent delivery of superior loyalty experiences to global brands.

The engagement helped establish a future-ready QA ecosystem- scalable, automated, and aligned with continuous delivery goals.