A Mountain View, California, USA-based company offers an AI-powered RFP and questionnaire Response Management platform that drives 70%+ efficiency in response workflows.
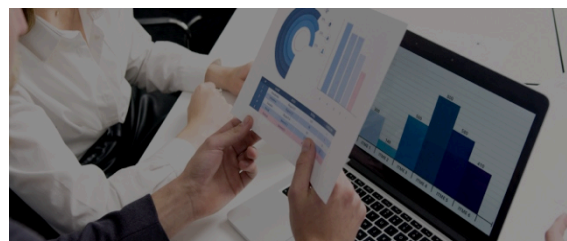
A Single Hub for All Your Knowledge Sources, Fight Stale Content With AI Content Manager & Higher Productivity & Competitive Advantage With AI Agents

Engagement Overview

Crownstack engaged with Inventive AI from 2024 as their Staff Augmentation Partner to offer its testing and quality assurance services to ensure better user experience for end users and increase feature release velocity by ensuring all quality-related checks are done on time.

About the Customer

Inventive AI is an AI-powered platform for managing RFPs (Requests for Proposals) and questionnaire responses. It significantly enhances sales response workflows, achieving over 70% efficiency. The platform was developed by a customer-focused team that includes a former executive from a Fortune 500 company and AI experts from Google and Stanford. Prominent investors from Silicon Valley, including Y Combinator, also support inventive.ai.

Industry	Technology, Information and Internet
Company size	11-50

Business Challenges

- The customer is committed to ensuring the application meets user expectations by delivering an intuitive and seamless experience that enhances overall engagement and satisfaction.
- Furthermore, the customer seeks to minimise the introduction of bugs into the production environment to maintain a stable and smooth user experience.
- To achieve these goals, they aim to establish a structured testing workflow that will integrate effectively with their feature development and improvement processes, ensuring quality at every stage.

Business Solution

Our quality assurance team worked with Inventive.ai's engineering team in unison to set up a manual and as automated test suite.

- Created a comprehensive manual test plan and meticulously documented all test cases, thereby ensuring that all significant features and workflows of the application were thoroughly addressed.
- Furthermore, we established an automated test suite for the product utilising the Playwright automation tool, greatly enhancing our testing efficiency.
- The Quality team notably engaged during the feature planning phase, contributing valuable insights that resulted in more effective sprint planning and execution. This proactive involvement significantly decreased the time to delivery and optimised our overall efforts.

Technology Stack

Manual Testing	Test cases, bug reporting, test execution
Automation Testing	Playwright with Javascript
Workflow	Linear, Slack, Github, Figma Designs

Business Outcome

- Reduced effort and a seamless transition from the legacy system led to a more intuitive and user-friendly experience.
- Rigorous performance and usability testing resulted in a faster, more efficient, and high-performing application.
- Strong integration between engineering and QA teams ensured smooth coordination, even in remote and agile environments.
- Automated test reports provided clear insights into system stability and performance, enabling proactive issue resolution.

Further Links

Learn More About Crownstack's Offerings
Learn More about Inventive AI

CROWNSTACK
Building Sustainable Solutions