

How QualiZeal Enabled Automation Maturity and Scalability for a Global Insurance & Risk Services Provider Using Tricentis Tosca.



80%

Reduction in test cycle time to accelerate release cycles



90%+

Test automation coverage across critical workflows



85%+

Business risk coverage to boost release confidence

A global leader in insurance and risk services, operating in over 125 countries, was committed to evolving its automation capabilities to better support its highly specialized offerings—[ranging from insurance and employee benefits to marine, aviation, and reinsurance services.](#)

To address these needs, the company partnered with QualiZeal to develop an intelligent, scalable automation strategy using Tricentis Tosca. With QualiZeal's deep industry expertise and a highly customized solution, the client was able to enhance reusability, drive automation maturity, and significantly reduce manual efforts—**without compromising flexibility, speed, or test coverage.**

Challenges

● Achieving Domain-Specific Automation Competency:

Despite being a global leader in risk and insurance services, the organization faced difficulty in aligning automation efforts with the unique demands of the insurance domain. Traditional automation methods lacked the depth to reflect industry-specific workflows, regulatory needs, and client expectations.

● Underutilization of Reusable Functions Repository

The organization had a repository of reusable test functions, but adoption across teams was inconsistent and limited. Poor documentation, lack of standards, and disconnected implementations reduced reusability and led to duplicated efforts.

● Limited In-House Expertise in Automation

Automation efforts were bottlenecked due to limited internal capability and technical depth. Teams lacked the necessary skills to manage automation frameworks independently or troubleshoot complex failures.

● Inadequate Use of Out-of-the-Box Automation Features

While the automation platform offered several advanced out-of-the-box features, most were unused due to lack of awareness and experimentation. This limited the scope of testing and slowed scalability.

● Variability in Automation Across Teams and Platforms

The organization struggled with maintaining consistent automation practices across different platforms and business units. Differences in frameworks and test design approaches created confusion and hampered collaboration.

● Lack of Visibility into Automation Progress and ROI

Stakeholders lacked real-time visibility into test execution, defect trends, and automation ROI, making it difficult to prioritize improvements or demonstrate value to leadership.

Solutions

→ Domain-Tailored Automation Strategies by Industry Experts

QualiZeal deployed its insurance-sector specialists to develop a tailored automation blueprint aligned with business goals. With deep domain understanding, we modeled automation frameworks that reflected real-world insurance functions, improving both relevance and accuracy. This alignment ensured faster adoption and better ROI from automation investments.

→ Standardization and Optimization of Reusable Assets

QualiZeal restructured the reusable function repository by introducing logical naming conventions, embedded documentation, and modular designs. We conducted workshops to educate teams on how to identify reusable components and implement them effectively, increasing repository utilization by over 70%.

→ Strategic Upskilling Through Structured Training

QualiZeal implemented a multi-tier training and enablement plan, beginning with foundational Tosca knowledge and progressing to advanced use cases. Shadow sessions, mentoring, and live project simulations helped fast-track expertise development. The client now boasts a growing community of certified in-house Tosca practitioners.

→ R&D-Led Feature Utilization Expansion

QualiZeal's R&D team conducted deep dives into underutilized features and demonstrated their value through proofs-of-concept. From data-driven test design to UI-based exploratory testing, our experts helped the client implement advanced capabilities, increasing test coverage and reducing manual configurations.

→ Unified Test Architecture with Cross-Platform Support

QualiZeal assessed and standardized test architecture across the organization, introducing guidelines for implementation regardless of platform or team. We enabled cross-framework support by abstracting test logic and standardizing function libraries, facilitating smoother collaboration and transition between teams.

→ Analytics-Driven Reporting and Dashboarding

QualiZeal configured real-time dashboards and metrics within the Tosca ecosystem, aligned with KPIs for coverage, effort savings, risk, and cost. Leadership could now access real-time data insights, enabling data-driven decision-making and proactive optimization of test processes.

About



QualiZeal is North America's fastest-growing independent digital quality engineering services company. With a diverse portfolio of digital transformation services encompassing Quality Engineering, Digital Engineering, Advisory and Transformation, and Emerging Technology Testing, QualiZeal empowers organizations of all sizes globally to achieve quality excellence and sustainable market leadership. With a headcount of 850+ elite software quality engineers and trusted by 70+ global enterprises over 200+ projects across 12+ industries, QualiZeal is widely recognized for its pioneering innovation and industry-leading client and employee Net Promoter Scores (NPS).

QualiZeal has been acknowledged as Gold Stevie® Award winner for 2025 in the Fastest Growing Tech Company of the Year category. Additionally, QualiZeal has also been named the winner of the Bronze Stevie® Award for 2024 Tech Startup of the Year (Services) category in the 22nd Annual American Business Awards®. We also have been recognized as a Major Contender in Everest Group's Specialist and Next-Generation QE Services PEAK® Matrix 2023 reports and as a notable provider in Forrester's Continuous Automation and Testing (CAT) Services Landscape Report (Q4 2023).



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