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Executive Summary

Generative AI (GenAI) is quickly changing software development and testing in the modern digital business. Observations from recent industry research show that large enterprises are leading the way with deliberate actions and organizational changes that drive the GenAI adoption. Companies with at least \$500 million in annual revenue are changing more quickly than smaller organizations. Overall, the use of AI—that is, GenAI as well as analytical AI—continues to build momentum: More than three-quarters of respondents now say that their organizations use AI in at least one business function. The use of GenAI in particular is rapidly increasing.

In the IT landscape, 68% of organizations are now using GenAI to improve tester and developer productivity and augment quality engineering (QE) processes. About 72% of respondents reported witnessing faster test automation processes from technology integration, confirms the 2024 World Quality Report. This shift is a massive opportunity for new GenAI tools to automate test planning, test case generation, and execution in ways that were not previously possible. For example, IDC forecasts GenAI tools will be able to write 70% of all software tests by 2028, letting human testers concentrate on intricate, value-added activities.

Against this background, QA leaders and CIOs need to plan initiatives by realizing the actual value of GenAI-powered tools and platforms to transform QA. This whitepaper gives you a strategic and technical introduction to GenAI for QA, points out the 2025 trends, and emphasizes the business value to technology leaders. We will also present QualiZeaI's QMentisAI, a GenAI-driven Quality Engineering lifecycle management platform capturing these advantages to fast-track innovation and guarantee software excellence.

The Al and QA Landscape in 2025

Explosive Growth of GenAl Adoption

Al is no longer esoteric – it is mainstream. McKinsey's global survey finds that 72% of organizations employ AI across at least one business function. Perhaps most strikingly, the growth of GenAl has been meteoric: 65% of those interviewed indicate their companies are using GenAl regularly, a figure up from a mere 33% a year ago. GenAl is transitioning from a pilot to a business-as-usual across industries. In a recent Gartner, Inc. poll of more than 1,400 executive leaders, 45% reported that they are in piloting mode with GenAl, and another 10% have put GenAl solutions into production. This is a significant increase from a Gartner poll conducted in March and April 2023, in which only 15% of respondents were piloting GenAl and 4% were in production. CIOs can no longer view GenAl as a future vision – it is delivering real value today. That widespread adoption has resulted in monumental investment.

Additionally, worldwide GenAI spending is projected to be \$644 billion in 2025, and year-over-year expenditures are projected to increase even more. Venture capital invested in GenAI also blew up (almost \$34 billion was spent in 2024). That spending generates quantifiable ROI: per Gartner, early adopters of GenAI achieve a 3.7× return on every dollar invested. (Source IDC)

Consequently, CIOs are focusing on AI in their digital spending (several committing to spending >5% of their technology budget on GenAI) and addressing GenAI projects as strategic necessities.

QA and Testing Today: A Mixed Picture

Despite the AI revolution, software QA has traditionally lagged. Test processes remain largely manual: only 24% of businesses claim to have successfully implemented test automation. Typical issues are brittle scripts to maintain, low reusability, and poor coverage. With product release cycles shortening (particularly Agile/DevOps) and the complexities of modern software deployments increasing, older QA methods cannot cope.

Top analyst companies anticipate a fundamental change on the horizon.

According to Gartner, by 2026, over 50% of companies will have Al-fuelled testing as part of their QA plans to reduce testing efforts substantially.



Role of GenAl in Transforming Quality Assurance

From Traditional Testing to AI-Powered Testing

GenAl is already known for demonstrating its tremendous value-add to QA functions. Conventional test automation, which is typically based on scripted, deterministic flows, can be very demanding in terms of programming skills. GenAl uses large language models (LLMs), neural networks, and machine learning to generate smart behaviour. For instance, a GenAl model can automatically parse natural language requirements or user stories and create test cases or scripts. Advanced LLMs like OpenAl's GPT-40 can parse design documents and create detailed test plans, far better than before (including risk mitigation). Al can read and understand the code and specifications just like a human tester but at machine speed and scale. This change radically opens the scale and effectiveness of testing. Al-powered tools can autonomously create and manage test scenarios as software develops. GenAl can modify existing tests or suggest new ones without human scripting as new features come on board. Moreover, GenAl models can be custom-trained to fit industry-specific test use cases for contextual accuracy.

Embedding AI into DevOps pipelines also supports real-time, continuous testing: each code commits initiates AI-boosted test suites that automatically adjust to change. The outcome is continuous quality verification instead of regular, manual test runs.

Another important innovation is "self-healing" automation. Al models can sense whether a UI element or API endpoint has changed and modify the test script without human intervention. For example, if the button ID on a web page changes, an AI test can deduce the new locator or even request that the model recreate the click step. This significantly minimizes flakiness and maintenance costs. Coupled with predictive analytics, QA leaders acquire dashboards that reveal probable failure points, coverage shortfalls, and risk areas, making QA more data driven.



Technical Capabilities of GenAl in QA

GenAl enhances virtually every stage of the testing lifecycle. Key capabilities include:

Automated Test Case Generation

Al can convert user stories or requirements into stable test cases. Using NLP and domain information, the system determines edge cases, business logic, and error conditions. This provides much wider test coverage than tests written by testers alone.

Natural Language Testing

Using conversational prompts, stakeholders (even non-technical stakeholders) can ask for tests in plain English. GenAl then turns these requests into executable scripts, making test creation more democratic.

No Code / Low-Code Testing

No-code or low-code AI platforms enable QA teams to author tests through graphical interfaces or easy-to-use prompts. This allows business analysts and product owners to contribute directly, speeding up collaboration and shrinking the backlog.

Defect Analysis and Reporting

: AI can pre-filter defects by examining logs, error messages, and code defects. It can group similar bugs, propose root causes, and even make fixed suggestions. For instance, an AI agent might examine test failures and automatically submit detailed bug reports with the proper reproduction steps and suggested priorities.

Continuous Improvement and Learning

During tests, AI models learn from results. They order test cases in priority lists based on failure history and usage patterns (risk-based testing). The system "learns" over time which features are most essential and assigns more testing resources to them accordingly.

Security and Compliance Testing

GenAl can run security test suites based on current vulnerability patterns. It can automatically validate regulatory compliance (e.g., GDPR, PCI-DSS) by mimicking attack vectors or asserting data handling habits. This means quality and compliance grow hand-in-hand.

These technical advancements directly imply strategic benefits. GenAI raises QA from an isolated checkpoint to an ongoing innovation driver. It makes shift-left practices – catching errors earlier – possible through embedded testing in the design and development stages. It also makes Agentic AI possible: for example, autonomous test agents can test campaigns end-to-end with minimal human intervention. Gartner even names "Agentic AI" (self-directed AI workers) as a top 2025 trend – a concept directly applicable to the future of QA automation.



Key Trends and Facts for 2025

AI/GenAI Adoption

Al adoption within businesses has skyrocketed. In late 2024, 72% of firms indicated they were using AI (compared to ~50% traditionally). GenAI specifically is growing extremely fast: 65% of executives report their firms are routinely deploying GenAI, and 75% of firms expect GenAI will soon create substantial industry disruption. CIOs should be aware that pilot projects and exploratory deployments are typical – Gartner identified that 70% of companies are investigating in GenAI, and 19% are piloting or in production. By 2028, 30% of Fortune 500 companies will offer services only through a single, AI-enabled channel that can interact through text, images, and sound. Some of the comparisons already have GenAI tools (e.g., large language models) embedded in workflows that vary from coding to customer support. This is yet another proof that with huge investments and promise of ROI, the GenAI budgeting is increasing.

QA Automation Growth

Test automation is finally ready to transition from minority to majority. This encompasses functional testing and non-functional aspects (performance, security, etc.). Interestingly, Deloitte predicts hyper-automation (AI + RPA) will empower companies to automate most QA tasks. Additionally, Forrester and others predict no-code/low-code test platforms as the norm – estimates are that 75% of test automation activities will be no-code by 2026. These trends are making QA available to more team members (business analysts, QA engineers with no coding expertise) and much more scalable.



Real-Time Analytics & Shift-Left Testing

Real-time data will also optimize QA. This is another trend predicted for 2025. The age of "static" testing cycles is over: visionary QA teams now utilize applications to gather continuous quality data (test coverage, defect density, user experience telemetry). By 2025, most top-performing QA organizations will leverage real-time analytics to track tests and dynamically adapt strategies – e.g., moving tests left in the pipeline or emphasizing modules where defect trends are increasing. These increase the probability that issues are detected as early as possible. Al facilitates ongoing testing: every commit is analyzed immediately, and feedback is sent back to developers nearly instantly.



Security and Compliance Testing

Security and regulatory requirements continue to tighten up in all markets. With software increasingly central to business, non-functional testing (security, performance) is becoming more critical. Al-powered tools can conduct ongoing penetration and compliance tests faster than humans. For instance, GenAl models can mimic attacks by utilizing fresh vulnerability databases or checking for encryption and data flows.





Responsible AI and Governance

With these opportunities, new considerations are needed. Growing user awareness of AI model bias and discrimination emphasizes the need for AI governance, ethics, and talent development. It must be ensured that QA AI models are adequately trained in representative data, test output is audited for correctness, and AI-driven decisions align with company policies. The good news is that new tools are available to trace AI "lineage" and offer model decision transparency. Investing in an AI Center of Excellence and reskilling teams in AI principles are now best practices.

Cross-Industry Adoption

GenAI in QA is not just for software companies. All industries have quality needs. All simulates IoT device behavior in manufacturing and logistics and detects flaws before being shipped into the field. In banking and insurance, All testing confirms transaction accuracy and regulatory compliance. Al-based QA can certify medical software to meet tight safety requirements in health care. According to one source, consumer apps also gain a 88% abandonment rate for customers if an app does not perform well. Majority of companies acknowledge that quality is a differentiator – using GenAI in QA contributes directly to customer trust and brand value.



Business Benefits of GenAl in QA

Adopting GenAl for QA delivers tangible business value across the organization. Below are the key benefits that technology leaders can expect:

Faster Time-to-Market

GenAl eliminates the mundane testing workloads, significantly reducing release cycles. Industry observers note that Al-powered tools "speed up the testing cycle and reduce time-to-market." This translates to software capabilities, timely fixes, and innovations that get into customers' hands earlier. Parallelizing test generation and execution allows teams to reduce regression cycles from weeks to hours. Speedier releases enhance competitiveness as well as revenue.

Substantial Cost Savings:

Test automation saves testing effort and error expense. Catching bugs early prevents the cost of late fixes, which increases exponentially. In reality, this means fewer QA headcounts required, less infrastructure usage, and fewer rework costs—all saving up the IT budget.

Improved Customer Satisfaction

Users directly experience the consequences of software quality. According to Forrester Research data, frictionless UX can potentially increase conversion rates by up to 400%. With every dollar invested in UX resulting in a return of \$100, companies cannot afford to underestimate the impact of UX performance. Leveraging GenAl-powered tools across the software testing lifecycle can help testing teams deliver smoother, more stable software. This is essential for organizations where UX defines their competitive edge and safeguards brand loyalty. For instance, machine learning-based testing of UX scenarios can eliminate annoying bugs before customers even realize it. With

Al-driven usability testing and performance benchmarking, leaders and decision-makers can ensure their enterprises are pushing better quality products to the market to impact Net Promoter Scores (NPS), better customer retention, and word-of-mouth.

Increased Test Coverage and Product Quality

Al generates more comprehensive test suites. It can create edge-cases and scenario-based tests that human engineers might miss. As QualiZeal's QMentisAl demonstrates, GenAl can achieve "almost 95% accuracy in test coverage". Higher coverage leads to detecting more defects pre-release, reducing costly post-release fixes. The result is a more reliable product with fewer customer-reported issues.

Increased Productivity and ROI

With AI automating operational tasks, innovation is the focus for development and QA teams. According to Gartner research, GenAI early adopters realize ~23% increase in productivity. AI-enabled testers serve as strategic quality leaders, driving intelligent testing outcomes rather than performing routine coding tasks. This human-machine collaboration produces outsized payoffs: According to Goldman Sachs, GenAI could boost annual productivity by 1.5%, driving \$7 trillion in added economic value over the next decade. For CIOs, this translates to even small AI investments paying for themselves soon through greater efficiency.



Scalability and Agility

Data-Driven Decision Making: GenAl platforms also typically feature-rich analytics dashboards. These deliver real-time visibility into test health, defect trends, and quality risk. Such insights drive strategic planning, e.g., determining which modules require more engineering attention or when a release is "done." Equipped with Al analytics, ClOs and QA leaders can transition from intuition-driven to evidence-driven quality management.

Competitive Advantage and Innovation

Organizations stand out by adopting GenAl in QA. Speedier, better-quality releases support differentiation of features and responsiveness that others cannot match. Al-based QA becomes a strategic moat when downtime or defects are prohibitively costly (financial, legal, or reputational). In addition, the culture of innovation, liberating testers from mundane testing, encourages ongoing experimentation and rapid adoption of new technologies.

Risk Mitigation and Compliance

Automated compliance testing minimizes business risk. GenAl can automatically certify data protection practices, compliance with regulatory standards, and security controls. For instance, it may execute current penetration tests or verify the encryption of user data in real time. This advanced risk management guards against expensive breaches, penalties, and reputational losses.

Data-Driven Decision Making

GenAl platforms also typically offer feature-rich analytics dashboards. These deliver real-time visibility into project health, defect trends, and risk. Such insights drive strategic planning, e.g., determining which modules require more engineering attention or when a release is "done." Equipped with Al analytics, leaders can transition from intuition-driven to evidence-driven quality management.

Workforce Upskilling and Collaboration

GenAl tools for QA demand and foster new skills. QA engineers learn to master Al tools and data analysis. Because no-code and Al-powered testing platforms reduce technical hurdles, cross-functional teams (developers, product managers, and even end-users) can design tests together. The ensuing "Al-driven QA culture" empowers teams and can mitigate the talent gap for traditional test automation roles.

In short, GenAI in QA is not an upgrade of technology – it's a strategy facilitator. AI-powered testing adopters among CIOs will experience tangible gains in agility, cost-effectiveness, and product excellence, translating to top-line growth and competitive advantage.



Overcoming Challenges

Strategy, Skills, and Governance

While GenAI in QA guarantees substantial benefits, the path to successful integration is incomplete without challenges. CIOs must navigate several critical barriers to ensure that GenAI's adoption strategy is designed to deliver on its transformative promise.

Need for Strategic Clarity with a Realistic Roadmap

Without a clear roadmap, organizations may find themselves overwhelmed by GenAl's potential applications. Therefore, a focused strategy that identifies specific, high-impact use cases—such as automated test case generation or defect prediction—is critical. Start with low-risk applications to incrementally build adoption momentum and establish a foundation for broader Al integration.



Integration with Existing Legacy Systems

Integrating new AI tools with existing environments is one of the most significant hurdles in GenAI adoption. Many organizations report challenges merging GenAI with established test automation frameworks and development workflows. A phased integration strategy, supported by robust middleware and APIs, can help close the gap between legacy systems and modern AI-powered tools.

Workforce Skills and Change Management

Adopting GenAI necessitates a fundamental shift in skills and organizational roles.

Traditional testers must develop AI literacy and learn to interpret and validate

AI-generated outputs. This transition involves signing up for upskilling programs, recruiting new roles for AI Trainers and Data Specialists, and building a culture that fosters continuous learning. Enterprises must revamp their organizational policies to accommodate GenAI-driven workflows and ensure that QA teams can work effectively alongside digital colleagues.

Data Security, Ethical Considerations, and Model Validation

The introduction of GenAl raises new security and ethical challenges. Ensuring the accuracy and reliability of Al-generated outputs is critical, particularly in high-stakes environments. CIOs must establish rigorous validation protocols for Al models, incorporating human oversight to mitigate risks such as inaccuracies and biased outputs. In addition, a robust governance framework is also required to oversee Al integration and address potential data privacy issues to comply actively with recent regulatory standards.

In summary, overcoming the challenges of GenAl adoption requires a balanced approach that combines strategic planning, technological integration, workforce reskilling, and stringent governance.



Workforce Impact and the New QA

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While GenAl transforms technical workflows, it also reinvents how human intelligence is leveraged across QA. Evolving workforce practices and policies are critical for CIOs to balance GenAl's merits with human insights. There is ample road to cover regarding deciding on a watertight approach toward GenAl applications and addressing fears about model bias and discrimination. However, forward-thinking leaders can certainly access GenAl capabilities as an extension of their human workforce to perform the intellectual grunt work in software testing.



GenAl in QA as Digital Colleagues

The concept of digital colleagues is no longer far-fetched. It is a reality that Al agents are becoming increasingly integrated into QA teams to function as intelligent collaborators. Their value proposition is predominantly managing routine and repetitive tasks, simulating user interactions, and maintaining historical knowledge. By automating repetitive tasks, GenAl enables human testers to vest all their attention and focus on complex, high-value activities such as building a strategy, innovation, and process improvement.

Emergence of New Roles and Skills

With GenAl advancements, new roles such as Al Trainers, Al Data Specialists, and Al Security Specialists are emerging across industries. The new roles are more than titles; they require unique analytical skills and domain-specific expertise to enable organizations investing in AI to maximize value by tailoring solutions according to the requirements. As technology evolves, traditional QA roles and jobs are most likely to shrink in number or shift toward more strategic functions. This trend can significantly transform driving, mid-level, and senior professionals taking on greater advisory and oversight responsibilities.

Collaboration Between Humans and Al

Effective implementation of GenAl depends on seamless collaboration between human and machine intelligence. A "human-in-the-loop" model is critical in GenAl-powered tools and innovations that offload repetitive tasks. The model ensures that relevant experts validate the AI tools' recommendations and outputs every time they are provided. This ensures a collaborative approach, balancing Al's intelligent automation with human insights. The end goal is to fully realize the benefits of AI while mitigating risks associated with unverified automation.

Organizational Change and Culture

The shifts from function-based to goal-oriented "work charts" reflect emerging trends in workforce management. Embracing this new model requires deliberate change management efforts. It encapsulates how organizations establish communication, enhancing awareness and literacy across talent with dedicated training programs and leadership commitment. CIOs must champion this cultural change to ensure employees are aligned for their Al-augmented workplace.

Overall, the integration of GenAl in QA represents a significant evolution in technology and talent. For CIOs, the challenge lies in harnessing digital colleagues' benefits while preserving human creativity and intelligence to build a workforce that can meet the demands of an Al-driven future.





Envisioning a New Future Led by GenAl in QA

As we collectively absorb AI maturity and its application in QA beyond current use cases, there is a need to make room for GenAI applications in more sophisticated functions such as:

Hyperautomation and Continuous Testing

Hyperautomation is the future where AI generates tests and orchestrates end-to-end workflows across development and operations. Integrated within CI/CD pipelines, GenAl will enable continuous testing that adapts dynamically to code, hardware, and user behavior changes.

Sustainability and Green IT

Sustainability will continue to dominate boardroom conversations. GenAI will be extensively leveraged to promote greener testing best practices and slash wastages, driving automation efficiencies. GenAl testing and QA will align with their broader environmental goals as more enterprises adopt cloud and on-demand testing environments.

Integration with Cutting-Edge Technologies

GenAl is slated to converge with advanced technologies, including computer vision and natural language processing. In the future, it will likely be improved by an increased understanding of complex user requirements and interpretation of unstructured data. This convergence will likely create possibilities for new capabilities to enhance test coverage and overall software quality.

Redefining Roles and Capabilities

Teams and talent will continue to evolve with GenAl integration in QA. This would drive increased focus on strategic oversight, advanced analytics, and integrating AI insights into business decision-making. Additionally, the role of the QA team will evolve from manual execution to strategic curation and continuous improvement.

GenAl as an Enabler for Business Transformation

Ultimately, GenAI in QA will evolve from a technical tool to a strategic enabler. As more companies adopt an enterprise-wide view of AI integration, they will likely lead and position themselves as front-runners of innovation, earning competitive advantages through improved operational efficiency, enhanced product quality, and faster time-to-market.



QualiZeal's QMentisAl

AI-Driven Quality Engineering

To leverage the GenAI opportunity in QA, QualiZeal has created QMentisAI, an industry-first platform that captures these innovations. QMentisAI is a GenAI-driven Quality Engineering (QE) solution that transforms software testing. It uses cutting-edge Large Language Models (LLMs) and Natural Language Processing (NLP) to infuse intelligence into each stage of the testing life cycle. By embedding AI throughout requirements, test design, execution, and reporting, QMentisAI transforms QA into a strategic accelerant.

The most notable capabilities of QMentisAI are:

Faster Testing Timelines

QMentisAl "drastically" minimizes test design and execution effort. With Al-powered test generation and automated scheduling, organizations can reduce release cycles with accelerated testing timeline by up to 60%.

Better Test Coverage

The platform's AI-based insights guarantee thorough testing at high precision. QMentisAI, through Requirement and code analysis, detects non-executed test scenarios and enriches the suite to achieve up to 95% test coverage accuracy.

Better Requirement Clarity

QMentisAl uses the INVEST approach to improve user stories and requirements. It makes unclear requirements more explicit and proposes changes, ensuring that tests are found to be based on precise specifications.

AI-Accelerated Test Automation

The platform automates script generation at scale. With or without Selenium, Playwright, or other testing frameworks, QMentisAl translates natural-language test cases into runnable code. This significantly accelerates Agile and DevOps processes so teams can keep a continuous integration pipeline with virtually no manual scripting.

Optimized Defect Reporting

QMentisAl produces formatted, thoughtful defect reports. When a test fails, the system identifies the context (such as probable root causes) and presents the report in Jira-ready format. This minimizes the ping-pong between developers and testers, accelerating triage and fixes.



Seamless Integration

The platform integrates smoothly with current CI/CD and collaboration tools. Jenkins, Git repositories, testing frameworks (TestNG, JUnit), issue trackers, and other DevOps tools are natively supported. This implies that enterprises can onboard QMentisAl without having to revamp their ecosystem.

Data-Driven Analytics

QMentisAl provides dashboards and reports that translate QA data into actionable insights. Leaders can track QA KPIs, such as test speed, defect trends, and test health, over time, enabling continuous improvement.

QMentisAI redefines QA as an AI-based, forward-looking function by tapping into these strengths. Organizations employing QMentisAl have been able to compress test schedules by order of magnitude with better quality. The result is that organizations can release with confidence and agility ahead of the competition.

QualiZeal's QMentisAl is already used for customer interactions, proving these advantages across sectors. It is exclusively created for the needs of enterprises, focusing on security, scalability, and compliance. As GenAI goes further, QMentisAI will include the latest AI models and best practices, keeping our clients ahead of the QA curve.



Call to Action

Lead the QA Revolution

QA is transforming from an expense line item to a strategic differentiator, and GenAl is the driver. To CIOs and technology executives, the message is unequivocal: The time is now. Early adopters of GenAl QA are already achieving lower costs and faster time to market, with more satisfied customers. Those who hesitate risk losing ground in a rapidly changing market.



QualiZeal is prepared to assist CIOs in adopting this revolution. We encourage you to see how GenAl can take your QA to the next level. Reach us at qzinfo@qualizeal.com to arrange for a customized demo of QMentisAl. Our specialists will demonstrate how GenAl-based testing can be incorporated into your processes and generate tangible ROI.

Don't let outdated QA processes hold your organization back. Collaborate with QualiZeal to revolutionize quality assurance with GenAl and speed up your digital excellence journey.

Sources: Industry studies and market research reports from **Gartner, McKinsey, IDC**, **Microsoft, Forrester*** and others, as quoted above, supply the data and trends that underlie this guide. QualiZeal's observations and QMentisAl product details are taken from our 2025 technical research.

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For more information on how QualiZeal's AICoE can elevate your QA processes, contact us at info@qualizeal.com



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