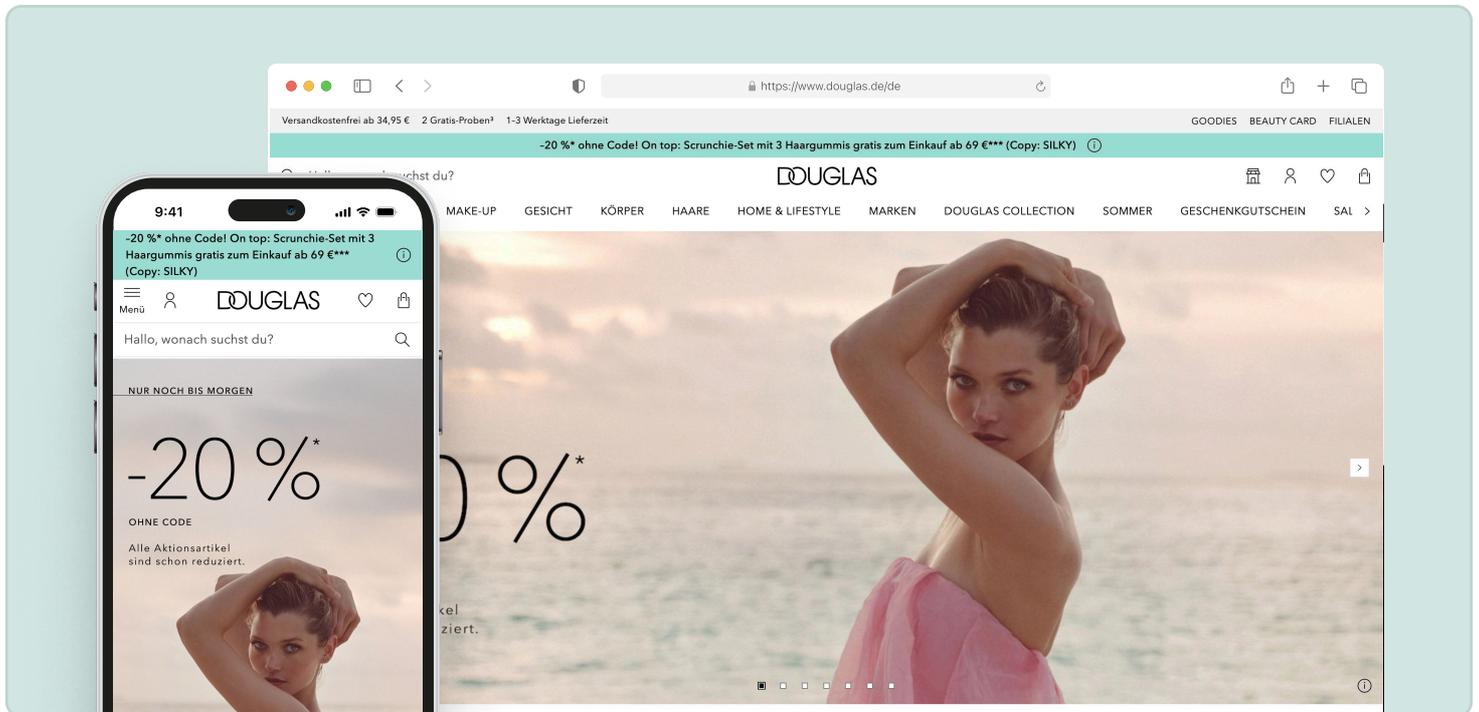


## Case Study:

### Seamless QA Integration and High-Quality Testing with Douglas



## About Douglas

Douglas – a leading European beauty and cosmetics retailer, with a strong online presence and a commitment to high-quality digital experiences.

## Challenges

As a major player in eCommerce, Douglas needed dependable QA support to ensure that releases were stable, timely, and thoroughly tested across a complex technical ecosystem. Their internal QA capacity was under pressure, and they were looking for a partner who could integrate closely with their workflows and maintain high testing standards without slowing down development.

## Our Role

EchoLogyx joined Douglas' product development process to provide ongoing QA support across a range of web and digital initiatives. From the beginning, our goal was to work as an extension of their internal team, not just a service provider, but a reliable, embedded QA partner.

# What We Delivered

## Flawless Communication & Collaboration:

We prioritized clear, structured communication, ensuring that we never missed a meeting, were always on time, and aligned easily on testing goals and priorities. Over time, our natural integration with the team grew stronger, fostering a collaborative, open working environment.

## Reliable, High-Quality QA Execution:

Our team consistently identified issues in both common flows and edge cases, earning the trust of Douglas stakeholders. When we gave the green light, their team felt confident moving forward, knowing the work had been deeply vetted.

## Process and Transparency Improvements:

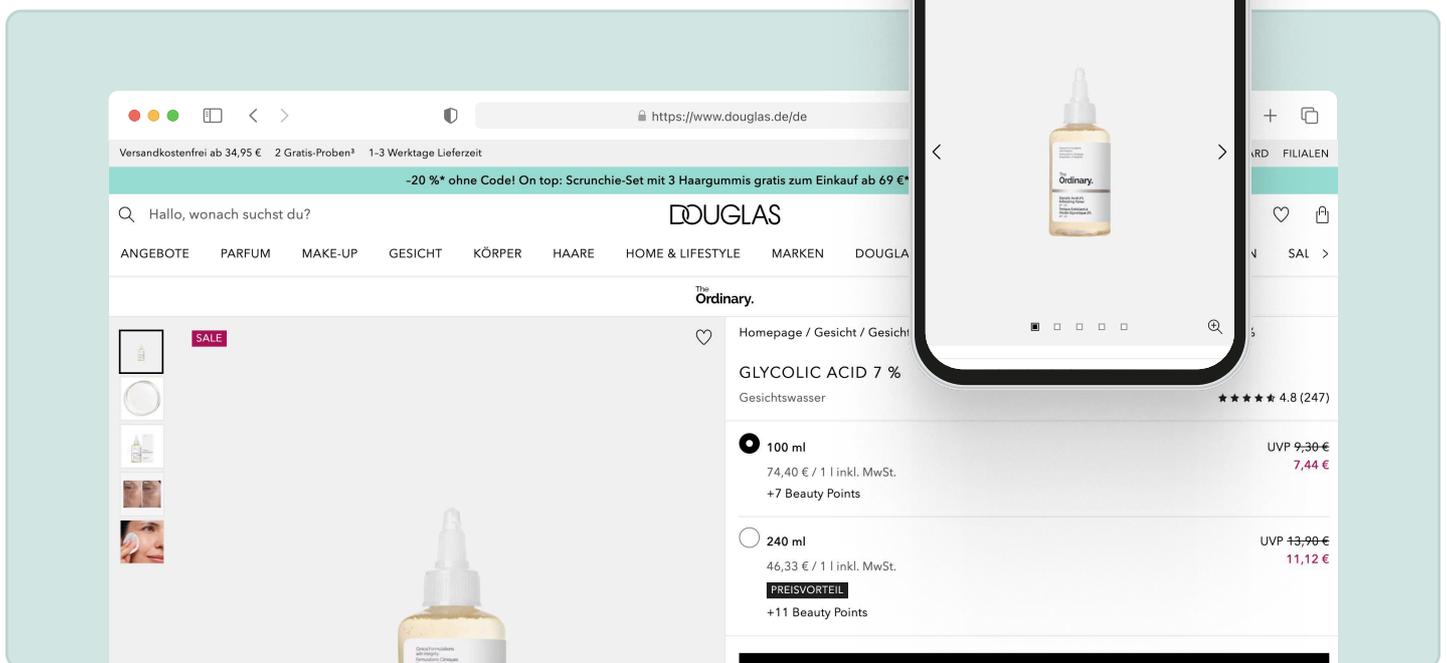
By participating in daily standups and increasing visibility into our progress, we helped the Douglas team gain real-time insights into QA status, which improved coordination and reduced uncertainty.

## Rapid Responsiveness, Across Time Zones:

With quick turnaround times and near-constant availability, we helped Douglas maintain momentum during fast-paced release cycles, even when priorities shifted last minute or feedback required same-day updates.

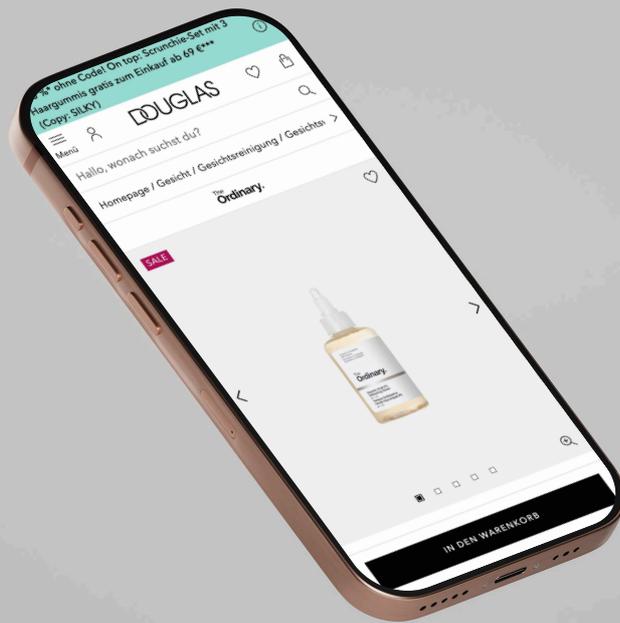
## Ownership and Initiative:

We proactively took responsibility for our QA processes, provided feedback on internal workflows, and managed our own ticket columns independently. From widget template testing to cross-browser checks, we adapted to whatever was needed, without hesitation.



# Results

- A trusted QA partner that feels like a natural part of the Douglas team.
- Increased confidence in product releases through consistent, detailed testing.
- Faster development cycles due to flexible responsiveness and proactive support.
- Enhanced internal visibility into QA progress and timelines.



## Testimonial from the Client



**Stane Z.**

Onsite Experimentation Team Lead at Douglas.



"Working with EchoLogyx has been an incredibly positive experience. It genuinely feels like their team member is part of our own - not an external partner. Communication is always clear, structured, and proactive, and their responsiveness is outstanding, often making time zone differences virtually invisible. The quality of QA they deliver is consistently high, with impressive attention to detail, even in complex or edge-case scenarios. Their thoroughness gives us real confidence when tests are approved. They take ownership, contribute to improving our QA processes, and manage tasks independently and reliably. Since they joined, we've seen improvements not just in QA quality, but in team collaboration and overall transparency. EchoLogyx has brought a sense of stability and professionalism to our testing workflows, and we're grateful to have them with us."