

# Helping Currys win at peak trading

How a stable, scalable testing partnership delivered a 29% uplift in online conversion...

## The challenge

Currys, a leading tech retailer operating in eight countries, needed:

- A Salesforce-powered platform to support ambitious online growth across eight countries and 823 stores.
- A mature, structured testing capability to manage frequent, large-scale changes.
- Confidence and reliability in moving towards a regular release cadence.

## Our approach

- A holistic testing and release framework covering manual regression, functional automation, performance, non-functional, security, and penetration testing.
- A continuous change service through structured business-as-usual (BAU) testing capacity alongside the Salesforce programme.
- Close engagement with business stakeholders for UAT and ensured thorough sign-off processes feeding into go/no-go release decisions.

## Impact

- A solid, scalable online platform capable of handling peak trading periods contributing to a **29% year-on-year improvement in online conversion during peak trading**.
- A reliable cadence of fixes and enhancements through regular releases.



“From our work with Spike, we've seen a reduction in production incidents and improved stability and performance around releases. This continues to increase stakeholder confidence in our platforms and reduces costs from needing to respond to incidents and rework release features.”

**Elaine Bagshaw, Salesforce Platform Owner, Currys**

## In detail

Operating online and through 823 stores across eight countries, Currys set out to overhaul its online experience with the launch of a new Salesforce-powered platform. It was vital that this platform be stable, scalable, and able to support ambitious growth goals.

### **Comprehensive service**

To make this happen, Currys teamed up with us to design and manage a comprehensive testing and quality assurance service. What began as a Salesforce implementation project has become an ongoing, structured business-as-usual testing operation, providing continuous support for every release.

Mike Thomas, Spike's Client Delivery Manager, shared, “When the Salesforce programme went live, we moved into a continuous change service operating on regular releases into a production environment.”

Our approach includes manual regression, functional, performance, security, and penetration testing.

### **Collaboration**

Mike explains how we work with other parties: “Their development partner handles the development work and takes it straight through to system test before it's fully packaged, released and handed over to us.”

Business engagement is key throughout the process.

Mike adds, “We make sure we're engaging the business around what testing we're doing to keep their confidence and gain sign-off. We support them with any UAT and that feeds into a go/no-go decision.”

This strong partnership and a mature testing capability have helped Currys build the confidence needed to deliver a regular cadence with reliability.

They've seen online conversion improve by 29% year-on-year at peak trading.