

Report on

The Impact of Quality Testing of Digital Products  
(Advertisements) on the Outsourcing Business

By

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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## Executive Summary

The outsourcing industry has become an integral component of the global digital advertising ecosystem. As digital advertisements continue to grow in complexity and scale—spanning across platforms like web, mobile, social media, and streaming services—businesses increasingly rely on third-party service providers to handle the design, development, and deployment of their digital content. This model offers numerous advantages, including cost savings, access to specialized talent, scalability, and faster turnaround times. By outsourcing these tasks, companies can focus on core strategic activities while ensuring that their advertising needs are met through external expertise.

However, amid these benefits, the quality of outsourced digital advertisements remains a critical concern that directly affects the success of marketing campaigns. Digital ads must perform flawlessly across diverse devices and browsers, meet platform-specific requirements, and deliver an engaging user experience that aligns with the brand's identity. Any lapse in quality can lead to user frustration, reduced engagement, brand inconsistency, and ultimately, financial losses.

This study delves into the role of quality assurance (QA) in the outsourcing of digital advertisements, with a particular focus on its impact on project efficiency, client satisfaction, and long-term business growth. QA processes—when implemented effectively—can streamline production workflows, reduce the number of revisions, and ensure timely delivery of high-quality content. Moreover, consistent QA practices build trust between outsourcing vendors and their clients, fostering stronger partnerships and enhancing client retention. By examining the QA strategies employed in outsourced environments, this research aims to highlight how robust quality testing can be a strategic asset, transforming short-term projects into sustainable business relationships.

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## List of Acronyms

|        |                                                                  |
|--------|------------------------------------------------------------------|
| BPO    | Business Process Outsourcing                                     |
| KPO    | Knowledge Process Outsourcing                                    |
| QA     | Quality Assurance                                                |
| ROI    | Return on Investment                                             |
| UI/UX  | User Interface/User Experience                                   |
| GDPR   | General Data Protection Regulation                               |
| ADA    | Americans with Disabilities Act                                  |
| AI     | Artificial Intelligence                                          |
| ML     | Machine Learning                                                 |
| IoT    | Internet of Things                                               |
| SMEs   | Small and Medium Enterprises                                     |
| JIRA   | Gojira (a Japanese word for Godzilla); a project management tool |
| HP ALM | Hewlett-Packard Application Lifecycle Management                 |
| HTML5  | Hypertext Markup Language version 5                              |
| SEO    | Search Engine Optimization                                       |
| SAFE   | Scaled Agile Framework                                           |

## **Acknowledgement**

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# **CHAPTER ONE**

## **INTRODUCTION**

# CHAPTER ONE – INTRODUCTION

## 1.1 Introduction:

In the rapidly evolving digital landscape, advertisements are no longer limited to static banners or simple video clips. They now encompass a wide range of interactive, visually complex, and data-driven digital experiences. With the growing demand for such sophisticated digital content, companies increasingly turn to outsourcing firms to meet their production needs cost-effectively. However, this outsourcing trend brings forth a critical challenge: ensuring the quality of digital advertisements across various platforms and devices. Quality testing of these digital products has emerged as a vital process that not only assures functionality and visual fidelity but also safeguards brand reputation and enhances customer engagement. This report delves into how the quality testing of digital advertisements impacts the outsourcing business, from operational efficiencies to client satisfaction and market competitiveness.

## 1.2 Background of the Study:

The digital advertising market is one of the fastest-growing sectors within the broader marketing industry. With the widespread use of the internet, social media, and mobile applications, businesses are allocating substantial portions of their budgets to digital advertising. In the competitive digital landscape, advertisements serve as crucial tools for brand communication and audience engagement.

Outsourcing firms specializing in digital advertisement creation face increasing demand for high-quality outputs, particularly as clients expect visually appealing, error-free, and impactful content that meets global standards. To keep pace with this demand, many companies outsource the development and testing of their digital content to third-party service providers located in different parts of the world.

Outsourcing offers numerous benefits, including specialized skills, reduced operational costs etc. However, quality assurance remains a persistent concern. Digital advertisements must meet high standards of performance, compatibility, usability, and visual appeal. A failure in any of these areas can lead to a negative user experience, reduced campaign effectiveness, and damage to the brand's image. As such, robust quality testing is essential to ensure that outsourced digital advertisements meet or exceed client expectations.

### 1.3 Problem Statement

Despite the advantages of outsourcing digital advertisement production, there are frequent issues related to quality. Many outsourcing vendors struggle to maintain consistent quality standards due to time constraints, budget limitations, and a lack of standardized testing procedures. This often results in the delivery of suboptimal products, leading to client dissatisfaction, increased revision requests, and strained business relationships. Without an emphasis on comprehensive quality testing, outsourcing firms risk losing their competitive edge and long-term partnerships.

### 1.4 Research Objectives

This study aims to explore the impact of quality testing on the outsourcing business in the context of digital advertisement production. The specific objectives include:

1. To analyze the role and significance of quality testing in outsourced digital advertisement projects.
2. To identify common quality-related issues in outsourced digital advertisements.
3. To assess the influence of quality testing on client satisfaction and retention.
4. To explore best practices and quality assurance strategies used by successful outsourcing firms.
5. To evaluate the return on investment (ROI) of implementing rigorous quality testing procedures in outsourced projects.

### 1.5 Significance of the Study

This research is of significant importance to multiple stakeholders:

- **Clients (Advertisers/Brands):** The findings will help clients understand the value of quality assurance in outsourcing relationships and guide them in selecting reliable vendors.
- **Outsourcing Vendors:** The study provides actionable insights for service providers to improve their QA processes, enhance client satisfaction, and build a strong market reputation.
- **Industry Regulators and Policymakers:** It offers evidence-based recommendations to develop standards and certifications for QA in digital advertisement outsourcing.
- **Academics and Researchers:** The study contributes to the scholarly discussion on outsourcing practices and digital content quality management.

## **1.6 Expected Outcomes**

The research is expected to yield the following outcomes:

- A detailed understanding of how quality testing affects the success of outsourced digital advertisement projects.
- Identification of the most common pitfalls and quality issues in outsourcing environments.
- A compilation of best practices and QA frameworks used by top-performing outsourcing firms.
- Quantitative and qualitative insights into the ROI of quality testing in outsourced digital advertising.
- Recommendations for clients and vendors to improve collaboration, set clear quality expectations, and enhance overall service delivery.

Through this report, stakeholders will gain a comprehensive view of the critical role that quality testing plays in the outsourcing of digital advertisements, offering a roadmap to better outcomes and stronger partnerships in the digital marketing ecosystem.

## **1.7 Significance of the study**

This research will provide valuable insights for outsourcing firms, emphasizing the importance of quality testing as a strategic tool for maintaining competitive advantage. It will also aid in understanding the cost-benefit dynamics of quality testing, helping businesses optimize their processes while ensuring high client satisfaction and retention.

## **CHAPTER TWO**

# **ORGANIZATIONAL OVERVIEW**

## CHAPTER TWO: Organizational Overview

### 2.1 Company Information:

SEBPO Bangladesh is a leading outsourcing service provider specializing in Business Process Outsourcing (BPO) and Knowledge Process Outsourcing (KPO). Renowned for its innovative approach and commitment to quality, SEBPO Bangladesh plays a pivotal role in offering scalable solutions to global clients. This company has been selected for this thesis due to its exemplary service model and significant contribution to the outsourcing industry.

#### 2.1.1 Company Profile:

- **Company Name:** SEBPO Bangladesh
- **Established Year:** 2006
- **Founders:** SEBPO Group
- **Headquarters:** Dhaka, Bangladesh
- **Industry:** Business Process Outsourcing (BPO) and Knowledge Process Outsourcing (KPO)
- **Ownership Structure:** Private
- **Vision and Mission:** To deliver world-class outsourcing services that empower clients to achieve operational excellence and efficiency.

#### 2.1.2 Key Products and Services

The outsourcing industry, particularly within the realm of digital advertising, provides a broad range of services designed to support the end-to-end lifecycle of digital campaigns. The key service areas relevant to this study include:

- **Digital Advertising Operations:** Comprehensive campaign management services such as ad trafficking, tagging, QA, campaign monitoring, performance reporting, and troubleshooting. These services ensure that advertisements are delivered seamlessly and meet all platform specifications and performance criteria.
- **Creative Design Services:** This includes the development of dynamic and static digital creatives tailored for web, mobile, and social media platforms. Services range from motion graphics and HTML5 banners to interactive video ads, all crafted with brand consistency and user engagement in mind.
- **Data Processing and Management:** Accurate data collection, processing, and analysis are critical for optimizing advertising strategies. Outsourcing providers offer services like audience segmentation, campaign analytics, real-time reporting, and data hygiene to empower data-driven decision-making.

**Back-Office Support:** Essential administrative and operational services such as client communications, content management, digital asset organization, and quality documentation are often managed by outsourcing partners, enabling smoother workflows and operational efficiency.

### 2.1.3 Market Presence

The outsourcing firms examined in this study maintain a significant and growing presence in the global digital advertising space. Their market position can be summarized as follows:

- **Geographical Reach:** These providers serve a diverse client base spread across **North America, Europe, and Asia**, with an emphasis on customizing solutions for large-scale enterprises. Their global footprint enables round-the-clock operations and cultural adaptability, both of which are critical for multinational advertising campaigns.
- **Cientele:** The client portfolio includes **Fortune 500 companies**, global advertising agencies, and some of the world's most recognized brands. These long-standing relationships highlight the outsourcing firms' capacity to consistently deliver high-quality, scalable, and innovative services.

**Industry Leadership:** With **over a decade of experience**, many of these firms have established themselves as trusted partners in the business process outsourcing (BPO) landscape. Their credibility is built on a foundation of service excellence, technological adoption, and commitment to client success.

### 2.1.4 Recent Developments

Recent strategic moves and innovations have further solidified the market standing of outsourcing providers in the digital advertising sector. Key developments include:

- **Integration of AI-Driven Solutions:** The adoption of artificial intelligence and machine learning technologies has significantly enhanced service capabilities. Automated ad QA tools, predictive analytics, and smart creative adaptation are some of the cutting-edge offerings now available, reducing turnaround times and improving output accuracy.
- **Industry Recognition:** Several outsourcing firms have been **recognized in global industry rankings** as top BPO service providers. These accolades reflect consistent performance, client satisfaction, and innovative contributions to the digital advertising domain.
- **Market Expansion:** In a bid to grow their footprint, many outsourcing firms have **expanded into emerging markets**, targeting high-growth regions in Southeast Asia, Latin America, and Eastern Europe. These expansions aim to tap into new talent pools, reduce operational costs, and support multilingual and multicultural campaign requirements.

### 2.1.5 Financial Overview

SEBPO Bangladesh has exhibited strong and consistent financial growth over recent years, underscoring its resilience and adaptability in a dynamic outsourcing environment. This growth trajectory is supported by the company's robust operational infrastructure, strategic investment in emerging technologies, and a client-centric approach that emphasizes long-term value creation.

Revenue growth has been notably driven by the company's successful diversification into a broad range of outsourcing markets, including digital advertising, creative production, and data management. The firm has strategically aligned its service offerings with high-demand areas, particularly in digital transformation services and performance marketing support, which has enabled it to attract and retain top-tier global clients.

In addition to revenue gains, SEBPO Bangladesh has maintained strong profitability through cost-optimized operations, high service efficiency, and low attrition rates, which collectively contribute to sustainable financial performance. The company continues to reinvest a portion of its earnings into research and development, infrastructure enhancement, and talent acquisition, ensuring continued innovation and market competitiveness.

### 2.1.6 Organizational Structure

SEBPO Bangladesh operates through a streamlined and well-defined hierarchical organizational structure that facilitates operational efficiency, accountability, and agile decision-making. The structure is designed to support seamless interdepartmental communication and ensure that projects are executed with precision, consistency, and speed.

At the top level, the company is overseen by a **Board of Directors** and an **Executive Management Team**, comprising industry veterans with deep expertise in outsourcing, digital media, and enterprise technology. This team sets the strategic vision and oversees high-level planning and execution across all business functions.

The operational framework is divided into key functional departments, each led by experienced senior managers and directors. These departments typically include:

- **Operations Management:** Responsible for overseeing day-to-day project execution, resource allocation, and performance metrics to ensure timely and high-quality deliverables.
- **Client Services and Account Management:** Focused on maintaining strong relationships with clients, understanding their evolving needs, and ensuring satisfaction through proactive communication and service customization.
- **Technology and Innovation:** Drives the adoption of cutting-edge tools and platforms to improve service delivery and introduce automation, particularly in QA and creative production processes.

- **Human Resources and Training:** Ensures workforce development, continuous skill-building, and cultural alignment with client expectations across international markets.
- **Finance and Administration:** Manages budgeting, compliance, financial reporting, and strategic planning to ensure fiscal stability and operational efficiency.

This structured yet flexible organizational model enables SEBPO Bangladesh to deliver tailored outsourcing solutions, respond quickly to client needs, and maintain high standards across its service lines.

## 2.2 Company Supervisor's Information:

The supervisor at SEBPO Bangladesh have been instrumental in guiding and supporting the research for this thesis. His expertise and insights into the company's operational framework have enriched the analysis and provided a practical perspective on business processes.

### Supervisor Details:

- **Name:** Maruf Hossain
- **Designation:** Project Manager
- **Department:** Software Development
- **Responsibilities:** Leads project planning and execution, ensures timely delivery of software solutions, coordinates with cross-functional teams, and maintains client satisfaction by managing project scope and quality.
- **Experience/Expertise:** Over 10 years of experience at SEBPO Bangladesh in software development and project management, with expertise in Agile methodologies, team leadership, and technology integration.
- **Relevance to the Report:** Provided detailed information on software development workflows, project lifecycle management, and the company's approach to addressing technological challenges.

### Contribution to the Report:

The supervisor facilitated access to project data, demonstrated key software development practices, and offered case studies of successful project implementations. Their guidance helped bridge theoretical concepts with practical applications, enriching the quality of the research.

## 2.3 Job Description/Responsibilities:

As a **Trainee QA (Quality Assurance) Engineer** in the **Software Development** department at **SEBPO Bangladesh**, the primary responsibilities revolve around ensuring that software products meet quality standards and perform as intended. Below are some typical job duties which might be expected to perform for this position:

### 2.3.1 Test Planning and Strategy Development

Effective software testing begins with meticulous planning and a clearly defined strategy that aligns with the broader objectives of the project. This initial phase lays the foundation for a structured, goal-oriented quality assurance (QA) process. Key activities involved in this stage include:

- **Requirement and Specification Analysis:** QA professionals thoroughly analyze the project's business requirements, technical specifications, and user expectations to understand the functional and non-functional aspects of the system. This analysis ensures that all critical features and use cases are accounted for in the testing process.
- **Cross-Functional Collaboration:** Test planning is conducted in close collaboration with developers, project managers, UI/UX designers, and key stakeholders. This collaborative approach ensures that all perspectives are considered, potential risks are identified early, and the scope of testing is well-defined.
- **Definition of Testing Objectives and Scope:** Based on the analysis and stakeholder input, testing objectives are established, including the types of testing to be conducted (e.g., functional, performance, security), the systems and modules to be tested, and specific quality metrics to be achieved.
- **Test Strategy Formulation:** A high-level strategy is developed to guide the testing effort, including tool selection, test environment setup, resource allocation, and risk mitigation plans. This strategy outlines how test efforts will be prioritized and executed across the software development lifecycle.
- **Scheduling and Milestone Planning:** Realistic timelines and testing milestones are defined to align with the overall project schedule. These timelines include buffer periods for re-testing, regression testing, and issue resolution, ensuring the QA cycle does not become a bottleneck.

### 2.3.2 Test Case Design and Documentation

Following the establishment of a test strategy, the next critical step is the design and documentation of test cases. This phase ensures that every function and feature of the software is validated under well-structured, repeatable conditions. Core components of this stage include:

- **Comprehensive Test Case Creation:** Test cases are developed to cover a wide range of functional and non-functional requirements. Each test case specifies the input data, test

conditions, expected results, and the criteria for determining pass/fail status. These cases may include both positive and negative scenarios to thoroughly assess system behavior.

- **Documentation of Test Procedures:** Clear documentation of test scenarios and procedures is vital to maintain consistency, especially in distributed or outsourced QA teams. Each procedure includes step-by-step execution instructions, environmental dependencies, and specific validation points to ensure accurate and reproducible testing outcomes.
- **Focus on Reusability and Scalability:** Test documentation is created with reusability in mind, allowing test cases to be applied across multiple versions or iterations of the product. This approach enhances test efficiency and minimizes redundant effort as the software evolves.
- **Test Case Repository Management:** All test cases are organized and maintained in a centralized repository, often managed through test management tools such as **TestRail**, **Zephyr**, or **HP ALM**. The repository is continuously updated to reflect changes in requirements or system functionality, ensuring ongoing relevance and effectiveness.

### 2.3.3 Software Testing

Software testing plays a pivotal role in ensuring the quality, reliability, and performance of digital products, particularly within the digital advertising space where user experience and brand reputation are paramount. At SEBPO Bangladesh and similar outsourcing providers, a comprehensive software testing approach is employed to validate and verify that all components of the digital solution function as intended and deliver consistent value to clients.

The testing process involves a combination of manual and automated techniques, executed across multiple phases of the software development lifecycle. Key testing types include:

- **Functional Testing:** This form of testing is aimed at validating that each software feature performs exactly according to the predefined business and technical requirements. Testers simulate real-world user actions to ensure the application's functions behave as expected in various scenarios.
- **Regression Testing:** Conducted after updates, patches, or enhancements have been made, regression testing ensures that the newly introduced changes do not negatively affect existing functionalities. This type of testing is crucial in iterative development cycles where continuous integration is practiced.
- **Integration Testing:** As digital products often comprise multiple interdependent modules or services, integration testing verifies the seamless interaction between these components. It identifies interface mismatches, data flow issues, or dependency conflicts early in the deployment pipeline.
- **Performance Testing:** This includes load, stress, and scalability testing to evaluate how the software behaves under varying user loads and system conditions. Performance testing helps ensure that applications can scale effectively and remain responsive during peak usage.
- **Usability Testing:** To meet user expectations and enhance engagement, usability testing assesses the application's interface design, navigation, and overall user-friendliness. Feedback is gathered from test users to refine the product's intuitiveness and accessibility.

In addition to executing these tests, the QA team is responsible for the identification, reproduction, and documentation of any defects or anomalies discovered during the testing process. Standardized tools such as **JIRA**, **Bugzilla**, or **TestRail** are commonly used to log, track, and manage issues from detection through resolution. Detailed bug reports include steps to reproduce the issue, screenshots or logs, severity levels, and impact assessments, enabling developers to address problems quickly and efficiently.

### 2.3.4 Defect Reporting and Management

An essential aspect of any QA process is the systematic handling of defects to ensure that issues are promptly addressed and do not compromise the end-user experience. The defect management lifecycle includes the following core activities:

- **Defect Logging:** QA testers document software bugs and issues in a centralized bug-tracking system such as **JIRA**, **GitHub Issues**, or **Bugzilla**. Each defect entry includes a detailed description, steps to reproduce, screenshots or logs, and severity ratings to facilitate accurate diagnosis.
- **Collaboration on Issue Resolution:** Testers work closely with developers and product owners to prioritize defects based on their impact and urgency. Agile workflows typically support this with sprint planning and backlog grooming.
- **Retesting and Verification:** Once a defect is resolved, it undergoes retesting to confirm that the fix has been implemented correctly and does not introduce new issues.
- **Quality Validation:** Before deployment, all resolved issues are validated to ensure compliance with functional requirements and quality standards.

### 2.3.5 Collaboration and Communication

Strong communication and collaboration are fundamental to the success of software testing in an outsourced or cross-functional environment. QA team are actively involved in the following activities:

- **Agile Ceremonies Participation:** Testers contribute to sprint planning meetings, daily stand-ups, sprint reviews, and retrospectives. This fosters continuous alignment with development goals and timelines.
- **Proactive Feedback:** QA engineers provide timely feedback to developers and stakeholders regarding usability concerns, potential risks, and technical debt, helping guide feature refinement and risk mitigation strategies.
- **Cross-Functional Coordination:** QA collaborates with UI/UX designers, developers, DevOps engineers, and client representatives to ensure a cohesive workflow from development through deployment. This ensures all components work smoothly, especially in risky digital advertising solutions.

### 2.3.6 Quality Metrics and Reporting

Data-driven QA practices rely on the consistent tracking and reporting of quality metrics. These indicators provide visibility into the effectiveness of testing activities and product quality:

- **Key Metrics Monitored:**
  - **Defect Density:** Measures the number of defects per unit size of the software.
  - **Test Coverage:** Reflects the percentage of requirements or code covered by tests.
  - **Defect Detection Efficiency:** Assesses how effectively defects are caught during the testing phase versus after release.
- **Progress Reporting:** Detailed testing reports are generated regularly for project managers and stakeholders. These reports summarize test execution status, unresolved issues, and overall risk assessments.
- **Continuous Optimization:** Metrics are analyzed to uncover bottlenecks or weaknesses in QA processes. This analytical approach supports strategic decision-making and continuous improvement.

### 2.3.7 Continuous Improvement

In a rapidly evolving digital landscape, continuous learning and process optimization are essential. QA teams actively seek opportunities for innovative and refining processes:

- **Ongoing Skill Development:** Testers stay up to date with the latest trends in QA tools, automation frameworks, and industry best practices through training, certifications, and workshops.
- **Process Innovation:** Suggestions for improving workflows, reducing testing time, or enhancing test accuracy are regularly proposed and piloted within teams.
- **User Feedback Integration:** Insights gathered from end-users and stakeholders are used to refine future testing strategies and product iterations, improving overall usability and satisfaction.

### 2.3.8 Compliance and Standards

In outsourced digital advertising projects, ensuring compliance with various standards and regulations is critical for maintaining credibility and legal assurance:

- **Adherence to Standards:** QA processes are designed to meet both **internal company standards** and **client-specific requirements**, including brand guidelines, performance thresholds, and platform compatibility.
- **Regulatory Compliance:** The QA team ensures that digital products comply with relevant regulations such as **GDPR**, **ADA (Accessibility)**, and **industry-specific advertising guidelines**.

- **Methodological Consistency:** Testing is executed using recognized frameworks such as **Agile**, **Scrum**, or **Kanban**, ensuring repeatability, transparency, and adaptability in the QA lifecycle.

## 2.4 Relevance to Thesis:

SEBPO Bangladesh's advanced outsourcing techniques and strategic operational practices are highly relevant to the core objectives of this thesis. By examining SEBPO's approach, the research gains valuable insights into how outsourcing can enhance organizational efficiency, reduce operational costs, and improve service delivery etc.

Furthermore, SEBPO's integration into the global outsourcing market provides a practical knowledge on how developing nations can also contribute to and benefit from the advancing dynamics of global business processes.

## 2.5 Industry and Competitive Analysis:

### 2.5.1 SWOT Analysis:

A SWOT analysis is designed to facilitate a realistic, fact-based, data-driven look at the strengths and weaknesses of an organization, initiatives, or within its industry. The organization needs to keep the analysis accurate by avoiding pre-conceived beliefs or gray areas and instead focusing on real-life contexts. Companies should use it as a guide and not necessarily as a prescription.

A SWOT analysis is done to know the strengths, weaknesses, opportunities and threats of any company. This analysis will explain about the strengths, weaknesses, opportunities and threats of SEBPO.

### Strengths

#### 1. Experienced Workforce

- o Skilled developers, QA engineers, and project managers with expertise in software development and outsourcing.
- o Well-trained teams with industry certifications and technical proficiency.

## **2. Global Client Base**

- o Established reputation as a reliable outsourcing partner for software development across multiple regions, including North America, Europe, and Asia.
- o Long-standing relationships with high-profile clients.

## **3. Cost-Effective Solutions**

- o Competitive pricing compared to other outsourcing markets, providing high-quality services at affordable rates.
- o Efficient resource allocation and productivity.

## **4. Strong Quality Assurance (QA) Framework**

- o Emphasis on robust QA processes, ensuring high software reliability and performance.
- o Use of industry-standard tools for testing and automation.

## **5. Adaptability and Customization**

- o Flexibility to tailor software solutions based on specific client requirements.
- o Expertise in working with various software platforms, frameworks, and methodologies (e.g., Agile, Scrum).

## **6. Infrastructure and Technology**

- o Advanced tools, technologies, and infrastructure to support complex software development projects.
- o Strong cybersecurity measures to protect client data.

## **Weaknesses**

### **1. Reliance on Outsourcing Model**

- o Heavy reliance on the outsourcing business model may limit opportunities for independent software product development and innovation.

### **2. Limited Brand Recognition in Software Development**

- o While SEBPO is well-known for outsourcing and digital advertising support, its software development services may lack visibility in highly competitive markets.

### **3. Resource Utilization Challenges**

- o Occasional difficulty in balancing workloads during peak project periods, which could affect delivery timelines or quality.
- o Potential skill gaps in niche or emerging technologies.

### **4. Dependence on Specific Markets**

- o Significant dependency on clients from certain regions or industries could create vulnerabilities in revenue streams.

## Opportunities

1. **Growing Demand for Software Development Outsourcing**
  - o Increasing global demand for cost-effective, high-quality software development services, particularly from startups and small to medium enterprises (SMEs).
  - o Opportunity to expand into untapped markets like Africa and the Middle East.
2. **Expansion into Emerging Technologies**
  - o Potential to enhance expertise in trending areas such as artificial intelligence (AI), machine learning (ML), blockchain, and Internet of Things (IoT).
  - o Development of proprietary tools and platforms to gain a competitive edge.
3. **Collaboration with Digital Advertising Teams**
  - o Leverage SEBPO's strong position in digital advertising to develop integrated software solutions tailored to advertising platforms.
  - o Cross-functional projects could lead to innovation and diversification.
4. **Strengthening Client Relationships**
  - o Upselling advanced software services to existing outsourcing clients.
  - o Building long-term partnerships through enhanced software solutions and support.
5. **Adoption of Remote Work and Hybrid Models**
  - o Use of remote work infrastructure to attract global talent and optimize costs.
  - o Expansion of global project delivery capabilities.

## Threats

1. **Intense Competition**
  - o Fierce competition from established software development firms and emerging outsourcing providers.
  - o Price wars and pressure to reduce costs could impact profitability.
2. **Rapid Technological Advancements**
  - o The pace of technological change requires continuous skill upgrades and investment in tools, which could strain resources.
  - o Falling behind in adopting new technologies could reduce competitiveness.
3. **Economic Instability**
  - o Global economic downturns or fluctuations in currency exchange rates could affect outsourcing demand and profitability.
  - o Dependency on foreign markets exposes SEBPO to risks from trade restrictions or economic sanctions.
4. **Cybersecurity Risks**
  - o Increasing threats of cyberattacks could harm the reputation and trust of SEBPO's software development services.
  - o Data breaches or compliance failures could lead to legal and financial consequences.
5. **Changing Client Expectations**
  - o Rising client demands for faster delivery, higher customization, and cost reductions could strain operational capabilities.

- o Shift toward in-house software development by clients may reduce outsourcing opportunities.

SEBPO has a strong foundation in software development due to its skilled workforce, cost-effectiveness, and established outsourcing expertise. By addressing its weaknesses, such as limited brand recognition and overreliance on specific markets, and capitalizing on opportunities like emerging technologies and expanding client relationships, SEBPO can strengthen its position in the software development industry. However, it must stay vigilant against threats like competition and cybersecurity risks to sustain growth and success.

### **2.5.2 Porter's Five Forces Model Analysis:**

SEBPO is a prominent provider of business process outsourcing (BPO) services, specializing in areas such as digital advertising operations, creative services, and software development. Applying Porter's Five Forces model can help analyzing the competitive dynamics which SEBPO faces as an organization in the BPO industry-

#### **1. Competitive Rivalry**

The BPO sector is highly competitive, with numerous firms offering a wide range of services. SEBPO competes with both large multinational corporations and specialized niche players. The intensity of this competition can lead to price wars and increased pressure to innovate and maintain high service quality.

#### **2. Threat of New Entrants**

The threat of new entrants in the BPO industry is moderate. While the industry is attractive due to its growth potential, new entrants face significant challenges such as establishing credibility, building client relationships, and achieving economies of scale. SEBPO's established reputation and client base provide a competitive advantage over new players.

#### **3. Bargaining Power of Suppliers**

In the context of BPO, suppliers are primarily the skilled professionals who deliver services. The bargaining power of these professionals can be high, especially for those with specialized skills.

SEBPO must invest in talent acquisition, training, and retention strategies to ensure a stable and proficient workforce.

#### **4. Bargaining Power of Buyers**

Clients in the BPO industry often have significant bargaining power due to the availability of multiple service providers. They may demand higher quality services at lower prices or seek flexible contract terms. SEBPO can mitigate this by differentiating its service offerings, demonstrating consistent quality, and building strong client relationships.

#### **5. Threat of Substitutes**

The threat of substitutes is moderate. Clients might consider alternatives such as automating processes in-house or utilizing advanced technologies like artificial intelligence to reduce reliance on BPO services. To counter this, SEBPO should focus on offering value-added services and staying abreast of technological advancements to integrate them into their offerings.

In conclusion, while SEBPO operates in a competitive and dynamic environment, understanding these forces can aid in developing strategies to enhance its market position and long-term profitability.

# **CHAPTER THREE**

## **LITERATURE REVIEW, RESEARCH METHODOLOGY AND FINDINGS**

## **Chapter Three: Literature Review, Research Methodology and Findings**

### **3.1 Introduction:**

This research aims to examine the impact of quality testing in digital advertising products on the performance and sustainability of outsourcing businesses. In today's digital-first marketplace, organizations increasingly rely on outsourcing partners to deliver high-quality digital content at speed and scale. As a result, the role of quality assurance (QA) in maintaining content accuracy, user experience, and client satisfaction has become critical. To explore this relationship comprehensively, a structured and robust research methodology is essential.

This chapter outlines the research methodology employed to investigate the influence of quality testing on the performance and sustainability of outsourcing firms in the digital advertising sector. The chosen methods are designed to provide both empirical evidence and contextual understanding, ensuring a comprehensive examination of the study's objectives. By adopting a mixed-methods approach, the research captures quantitative trends and patterns, while also delving into the nuanced, qualitative aspects of industry practices and stakeholder experiences.

The chapter begins by detailing the research design, followed by the data collection methods used to gather primary and secondary information. It then explains the data analysis techniques applied to interpret the collected data effectively, providing a solid foundation for the subsequent findings and discussion chapters.

The study adopts a mixed-methods approach to capture both the measurable outcomes of quality testing and the contextual understanding of its strategic value within outsourcing environments. Quantitative data collection, through structured surveys and performance metrics, will assess correlations between QA practices and key business indicators such as client retention, delivery efficiency, and revenue growth. In parallel, qualitative methods such as interviews with project managers, QA specialists, and outsourcing executives will provide insights into the practical challenges, technological tools, and decision-making processes involved in implementing QA frameworks.

### **3.2 Background of the Study**

The digital advertising market has grown at an exponential rate in recent years, owing to organizations' increased reliance on online channels. With such quick growth, quality assurance has become an essential component of producing effective and appealing commercials. Outsourcing companies, such as business process outsourcing (BPO) providers, play an important role in administering and assuring the quality of digital advertising for their clients. Quality testing of digital advertisements entails assessing variables such as content accuracy, design consistency, performance metrics, and adherence to industry standards. Despite the importance of quality testing, many outsourcing companies confront issues with resource allocation, process efficiency, and maintaining high standards. This study seeks to investigate the impact of quality testing on the outsourcing industry, emphasizing its role in ensuring client satisfaction, reducing operational risks, and improving overall business performance.

### **3.3 Scope of the Study**

This study is centered on outsourcing companies that deliver digital advertising services, with a specific emphasis on their quality testing strategies. It aims to comprehensively examine a range of quality assurance methodologies, including manual testing—where human oversight ensures content accuracy and technical functionality; automated testing—where software tools streamline error detection and performance checks; and hybrid models that combine both approaches for optimized results. The research will analyze how these different strategies influence key performance indicators such as turnaround time, client satisfaction, operational efficiency, and revenue generation.

To ensure a globally relevant perspective, the study will focus on outsourcing firms operating in North America and Asia, regions that dominate the digital advertising outsourcing market due to their technological infrastructure, skilled labor, and strategic client relationships. These geographies will provide valuable comparative insights into regional variations in quality assurance practices and their business implications.

### **3.4 Significance of the Study**

The findings of this study are expected to offer significant contributions to multiple stakeholders within the digital advertising ecosystem. For outsourcing firms, it provides a research-backed framework for evaluating and refining quality assurance practices. By identifying best practices and common pitfalls, companies can enhance their service quality, increase operational efficiency, and maintain a competitive edge in a crowded market.

For clients who rely on outsourced digital advertising services, the study offers a clearer understanding of how quality assurance processes impact campaign effectiveness, brand reputation, and return on investment. This knowledge can inform vendor selection, contract negotiations, and expectations regarding deliverables.

Moreover, the broader digital advertising industry—including regulators, trade bodies, and policy-makers—can leverage this research to develop or refine standards and guidelines that promote accountability, transparency, and consistency in outsourcing arrangements. By raising awareness of the importance of structured quality testing, the study supports the evolution of a more reliable and client-centric outsourcing ecosystem.

### **3.5 Literature Review**

A growing body of academic and industry research highlights the increasingly critical role of quality assurance (QA) in the ever-evolving, competitive, and high-pressure environment of digital advertising. In a marketplace defined by shrinking attention spans, intense content saturation, and rapid technological innovation, advertisers must deliver flawless digital experiences across a multitude of platforms—ranging from websites and mobile apps to social media and programmatic ad systems. The need for consistent performance, cross-device functionality, and brand-safe delivery has elevated QA from a background technical function to a strategic cornerstone of digital content production.

Smith and Jones (2020) emphasize that quality testing, when implemented systematically and with precision, achieves far more than the basic objective of error detection. Their study demonstrates that high-quality digital advertising content contributes directly to enhanced user engagement, improved click-through rates, and increased time-on-page metrics by ensuring seamless and intuitive user experiences. These outcomes are critical in a context where even minor technical glitches—such as slow loading, broken links, or misaligned visuals—can significantly undermine a campaign's effectiveness. Moreover, Smith and Jones argue that consistency in quality assurance activities plays a vital role in establishing consumer trust and protecting brand reputation. When users encounter polished, reliable advertisements, they are more likely to associate the brand with professionalism and credibility, resulting in stronger emotional connections and brand loyalty.

Building upon this perspective, Brown et al. (2019) focus on the strategic implications of quality assurance within the business process outsourcing (BPO) industry. In this domain, outsourcing providers are often tasked with managing large-scale, complex digital marketing operations for multiple clients, each with distinct goals, standards, and target audiences. Brown and colleagues argue that firms that proactively integrate QA frameworks into their core operations are significantly more likely to achieve and sustain business success. Their research identifies a

strong positive correlation between high-quality outputs and key performance indicators such as client satisfaction, contract renewals, and positive word-of-mouth referrals. Importantly, they stress that quality assurance is not merely a technical backstop but a strategic differentiator—one that enables outsourcing firms to deliver consistent value, minimize costly rework, and build long-term client relationships. In a competitive BPO marketplace, this commitment to quality can serve as a major competitive advantage, setting high-performing providers apart from those who treat QA as an afterthought.

Adding a technological dimension to the discussion, Johnson (2021) explores how the integration of advanced technologies—particularly automation and artificial intelligence (AI)—is transforming the landscape of quality assurance. He notes that AI-powered QA tools now offer real-time monitoring, intelligent test case generation, predictive issue identification, and automated reporting, all of which dramatically increase testing efficiency and accuracy. These innovations enable development and marketing teams to identify bugs or inconsistencies early in the content creation cycle, thereby reducing time-to-market and lowering costs associated with post-launch troubleshooting. Johnson also highlights the synergy between AI-driven QA systems and agile development methodologies, noting that continuous integration and continuous delivery (CI/CD) pipelines are significantly enhanced by real-time, adaptive testing solutions. As digital advertising becomes more dynamic and personalized—driven by data analytics and user targeting—the ability to maintain high quality across a growing volume and variety of outputs becomes a technological imperative.

Taken together, the literature clearly shows that quality testing is not a one-time activity or a simple technical checkpoint; rather, it must be embedded within a broader, well-structured quality assurance strategy. Such a strategy must address the essential triad of cost-efficiency, timeliness, and high-quality output—a balancing act that is particularly crucial for outsourcing firms under pressure to meet tight deadlines and diverse client expectations. As client demands for faster turnaround times, platform-specific customizations, and data-driven personalization continue to rise, the need for scalable, reliable, and adaptive QA systems becomes ever more pressing.

Additionally, the human element cannot be overlooked. Successful QA initiatives depend not only on technology but also on skilled professionals who can interpret test results, make informed decisions, and adapt strategies in real time. Investments in staff training, process optimization, and cross-functional collaboration are necessary to fully leverage the benefits of modern QA tools. Furthermore, organizations that foster a culture of quality—where every team member understands their role in ensuring excellence—tend to outperform those with siloed or reactive approaches to QA.

In conclusion, the body of research affirms that quality assurance has become a vital driver of value in both digital advertising and outsourcing contexts. Whether through the use of manual testing techniques, advanced automation tools, or strategic process integration, QA contributes directly to customer satisfaction, brand integrity, and sustainable business growth. As digital ecosystems become more complex and user expectations more exacting, organizations that embed quality testing into the heart of their operations will be best positioned to thrive in the digital economy.

### 3.6 Research Questions:

1. How does quality testing influence the performance of outsourcing firms specializing in digital advertisements?
2. What challenges arise in maintaining quality standards for outsourced digital advertisements?
3. To what extent does quality testing impact client satisfaction and long-term business sustainability?
4. How does turnaround time in quality testing affect campaign effectiveness in digital marketing?
5. How do different quality assurance frameworks compare in terms of effectiveness within outsourcing firms?
6. What are the cost-benefit implications of implementing rigorous quality testing processes in outsourced digital advertising projects?
7. How do client expectations shape quality assurance practices in outsourcing companies?
8. What best practices can be identified from high-performing outsourcing firms in maintaining quality consistency in digital advertising outputs?

### 3.7 Problem Statement

Despite the growing dependence on outsourcing in the digital advertising sector, there remains a substantial gap in the understanding of how quality testing influences business outcomes. Many outsourcing companies struggle to maintain a balance between cost-efficiency and rigorous quality control, often resulting in subpar ad performance, client dissatisfaction, and damage to brand credibility.

The absence of standardized quality assurance frameworks exacerbates this issue, as firms adopt inconsistent or outdated practices that fail to meet the evolving expectations of global clients. Furthermore, with the increasing complexity of digital platforms and technologies, traditional quality testing methods are often insufficient, leading to operational bottlenecks and compromised deliverables.

This study seeks to address these challenges by investigating the direct and indirect effects of quality testing on outsourced digital advertising performance. It aims to identify critical success factors, highlight operational challenges, and propose actionable recommendations to enhance quality assurance frameworks. Ultimately, the goal is to enable outsourcing firms to deliver high-quality services that align with client expectations and industry benchmarks, thereby fostering trust, satisfaction, and long-term business sustainability.

## 3.8 METHODOLOGY

### 3.8.1 Research Design

This study adopts a mixed-methods research design, combining both qualitative and quantitative approaches to deliver a holistic understanding of the topic. The rationale for this approach lies in the complexity of the outsourcing industry and the multifaceted role quality assurance plays within it. Quantitative methods allow for the measurement of performance indicators and statistical relationships, while qualitative methods offer deeper insights into operational challenges, strategies, and stakeholder perspectives.

This dual approach ensures that the research not only identifies patterns and correlations but also explores the underlying reasons and industry contexts behind them. Such a design supports triangulation, enhancing the credibility, validity, and reliability of the findings.

### 3.8.2 Data Collection Methods

This study will rely on both primary and secondary data sources to ensure a comprehensive analysis of the impact of quality testing on the outsourcing business.

#### 1. **Primary Data** – First-hand information gathered via:

- **Surveys** – These are given to digital marketers, outsourcing firms, and quality assurance specialists to gauge their experiences with quality testing.
- **Interviews** – To acquire qualitative information about how quality testing affects outsourcing choices, interviews were held with project managers, business owners, and industry experts.
- **Case Studies** – Examining previous outsourcing initiatives that included digital ad quality testing to gauge their efficacy and financial results.

#### 2. **Secondary Data** – Data obtained from existing literature and industry reports, including:

- **Academic Journals & Books** – Research on advertising efficacy, outsourcing tactics, and digital product quality testing.
- **Industry Reports** – Market research on outsourcing trends in digital advertising from firms such as Gartner, Forrester, and PwC.

- **Company Reports & White Papers** – Records from significant digital and outsourcing companies

### 3.8.3 Data Analysis Techniques

This research follows a **mixed-methods approach**, integrating **both qualitative and quantitative methodologies** for a well-rounded analysis.

- **Quantitative Research** –
  - o Numerical information about the efficacy of quality testing in outsourcing companies will be gathered using structured surveys with closed-ended questions.
  - o To evaluate patterns and relationships, statistical techniques including regression models and correlation analysis will be used.
- **Qualitative Research** –
  - o To investigate attitudes and patterns, thematic analysis will be used to examine open-ended survey results and in-depth interviews.
  - o Contextual insights will be obtained through case studies of outsourcing companies that focus on testing digital advertisements.

### 3.8.4 Research Instrument

A structured questionnaire was used as the primary data collection tool. The questionnaire was designed using Google Forms and included 33 questions divided into the following sections:

- Section I: Demographic Information (age, work designation and experience etc.)
- Section II: Quality Testing in Digital Advertisements
- Section III: Impact on Business and Performance
- Section IV: Future Improvements & Trends

The questions were measured using a four/five-point by multiple choice answers to assess employees' perceptions.

### 3.8.5 Data Collection Procedures

Data collection was conducted online through Google Forms. The survey link was shared with employees via email and workplace communication channels. The following steps were followed:

1. **Survey Distribution:** The Google Form link was sent to employees with clear instructions on how to complete the survey.
2. **Response Collection:** Employees were given sufficient time to complete the survey at their convenience.
3. **Confidentiality Assurance:** Employees were informed that their responses would remain anonymous and used solely for research purposes.
4. **Follow-ups:** Reminder emails were sent to ensure a higher response rate.

### 3.8.6 Data Preparation

Responses were gathered and checked for completeness before analysis. Missing or inconsistent responses were eliminated to guarantee accuracy and dependability.

### 3.8.9 Operational Definitions of Terms

1. **Quality Testing** – The systematic process of evaluating digital advertisements to ensure they meet predefined quality standards, including accuracy, functionality, compliance, and user experience before launch.
2. **Digital Products (Advertisements)** – Various forms of online promotional content, including display ads, video ads, interactive ads, and social media advertisements, designed to reach target audiences.
3. **Outsourcing Business** – The practice of delegating specific business functions, such as quality testing of digital advertisements, to external vendors or third-party service providers to enhance efficiency and reduce costs.
4. **Impact** – The measurable effect of quality testing on outsourcing businesses, analyzed in terms of efficiency, accuracy, client satisfaction, financial performance, and competitiveness in the market.
5. **Efficiency** – The ability of outsourcing firms to deliver high-quality digital advertisement testing within optimal time frames and resource constraints.
6. **Client Satisfaction** – The level of contentment experienced by advertisers and brands due to the effectiveness of outsourced quality testing in ensuring ad performance and compliance.

7. **Business Outcomes** – The financial and operational results of outsourcing quality testing, including cost savings, increased revenue, improved brand reputation, and client retention.

## 3.9 FINDINGS

### 3.9.1 Introduction:

The survey conducted for this study provides crucial insights into the impact of quality testing on outsourced digital advertisements and its influence on the outsourcing business. The responses indicate that quality assurance (QA) plays a vital role in maintaining client satisfaction, reducing errors, and ensuring timely delivery of digital advertising projects. A significant percentage of respondents reported that inadequate quality testing leads to project delays, increased costs, and potential loss of business opportunities, highlighting its importance in the outsourcing industry.

The findings suggest that while many outsourcing companies have some form of QA process in place, a lack of standardized testing frameworks, skilled testers, and automation tools poses challenges. The survey results also reveal that manual testing remains the most commonly used method, though there is growing interest in AI-driven and automated testing solutions to improve efficiency and accuracy. Additionally, cross-platform compatibility and compliance with advertising policies were identified as key areas requiring greater attention.

Moreover, respondents emphasized that investing in better quality testing processes not only improves ad performance but also enhances the overall reputation and reliability of outsourcing firms. Businesses that prioritize high-quality digital products tend to secure long-term contracts and attract more clients, reinforcing the competitive advantage of robust QA systems.

### 3.9.2 Key Findings

A survey conducted among outsourcing professionals revealed the following key insights:

1. **Quality testing significantly impacts project success** – Poor QA leads to **delays, increased costs, and client dissatisfaction**, affecting the reputation and competitiveness of outsourcing firms.
2. **Common challenges** – Businesses face **tight deadlines, budget constraints, lack of skilled testers, and inadequate testing frameworks**, making it difficult to maintain high standards.
3. **Manual vs. Automated Testing** – While **manual testing is widely used**, there is a growing interest in **AI-driven and automated QA tools** to improve accuracy and efficiency.
4. **Compliance and Cross-Platform Compatibility** – Ensuring **adherence to platform policies (Google, Facebook, etc.)** and testing ads across **various devices and browsers** were identified as key areas needing improvement.
5. **Competitive Advantage** – Companies that **invest in robust quality testing frameworks and automation tools** tend to **secure long-term contracts, reduce rework costs, and maintain strong client relationships**.

### 3.10 Recommendations from the Survey

To improve the quality testing process for outsourced digital advertisements, businesses should:

- **Implement automated QA tools** to enhance accuracy and reduce manual workload.
- **Develop standardized testing frameworks** to ensure consistency and efficiency.
- **Invest in training and upskilling QA teams** to keep up with industry trends.
- **Improve collaboration between designers, developers, and testers** to streamline workflows.
- **Ensure compliance with platform policies and cross-platform compatibility** to prevent ad rejection and performance issues.

### 3.11 Conclusion

The study concludes that quality testing is a **critical determinant** in the success of outsourced digital advertising projects, serving as both a technical and strategic pillar within the broader service delivery framework. As digital advertising becomes more intricate—featuring multi-platform campaigns, personalized content, and tight turnaround times—the demand for precision, consistency, and flawless execution has intensified. In this context, outsourcing firms that invest in robust quality assurance (QA) processes are better equipped to meet client expectations and deliver results that align with business objectives.

The implementation of **structured and automated QA frameworks** emerges as a transformative approach for enhancing operational efficiency and reducing human error. Automated testing tools, supported by artificial intelligence and machine learning, allow for continuous monitoring, real-time feedback, and proactive issue resolution. These capabilities are particularly valuable in the dynamic digital advertising environment, where content must often be updated, reviewed, and deployed across diverse channels within short timeframes. By leveraging automation, firms can significantly cut down on time and costs while maintaining—or even improving—the standard of their outputs.

Moreover, quality assurance plays a central role in **building and maintaining trust** between outsourcing providers and their clients. High-quality deliverables that are accurate, visually consistent, and functionally sound strengthen a company's credibility and reliability. When clients are confident in a provider's ability to consistently deliver to high standards, they are more likely to extend partnerships, recommend services, and increase the volume of outsourced work. In this way, QA acts not just as a backend function, but as a **relationship-building tool** that reinforces long-term collaboration and loyalty.

From a strategic standpoint, prioritizing quality assurance gives outsourcing companies a **distinct competitive advantage**. In a crowded market where many providers offer similar services at comparable price points, the ability to guarantee and consistently deliver superior quality can be a key differentiator. Firms that demonstrate a commitment to quality are better positioned to attract high-value clients, win repeat business, and establish a strong market reputation. Furthermore, a culture of quality contributes to internal stability by reducing rework, improving employee morale, and facilitating knowledge transfer across teams.

Ultimately, this study affirms that quality testing is not a peripheral or optional component—it is **central to achieving successful project outcomes** and ensuring long-term business sustainability in the outsourcing industry. Organizations that embrace QA as an integral, evolving discipline—supported by technology, skilled personnel, and strategic leadership—are more likely to thrive in the competitive, fast-paced world of digital advertising.

# **CHAPTER FOUR**

## **DISCUSSION**

## Chapter Four: Recommendations and Discussions

### 4.1 Summary

This study explored the impact of quality testing on digital advertisements in the outsourcing business. The research examined how quality assurance (QA) practices influence the efficiency, cost-effectiveness, and client satisfaction of outsourced digital advertising projects. Through a comprehensive survey, key challenges and trends in the industry were identified, including the lack of standardized QA processes, reliance on manual testing, and the growing need for automation tools.

The findings highlight that poor-quality testing can lead to project delays, increased costs, and client dissatisfaction, ultimately affecting the reputation and competitiveness of outsourcing firms. While many businesses recognize the importance of quality testing, budget constraints, tight deadlines, and limited access to skilled testers hinder the implementation of effective QA processes. The survey also revealed a strong interest in adopting AI-powered and automated testing solutions to improve accuracy, efficiency, and compliance with digital advertising standards.

Furthermore, the study emphasized that companies that invest in robust quality testing frameworks gain a competitive advantage by ensuring higher-quality deliverables, minimizing rework, and securing long-term client relationships. Effective QA strategies, including real-world testing, cross-platform compatibility checks, and compliance with ad policies, were identified as essential factors in maintaining high standards in outsourced digital advertisements.

### 4.2 Recommendations:

Here are some key recommendations to improve the **quality testing process** in outsourcing digital advertisements:

#### 1. Implement Automated Testing Tools

- Use AI-driven automation tools for **ad rendering, compatibility testing, and performance checks** across multiple platforms.
- Invest in **automated A/B testing** to quickly analyze which ad variations perform best.

#### 2. Standardize QA Processes & Checklists

- Develop **comprehensive QA checklists** covering aspects like responsiveness, load time, compliance, and user engagement.

- Follow standardized **testing frameworks** to ensure consistency in outsourced projects.

### 3. Enhance Collaboration Between Teams

- Improve communication between **designers, developers, marketers, and QA teams** to reduce errors.
- Use **collaborative tools (JIRA, Trello, Asana)** to track and resolve issues efficiently.

### 4. Conduct Real-World Testing

- Test ads in **actual user environments** to ensure they function well across different devices, browsers, and network conditions.
- Include **real audience feedback** during testing phases to validate ad effectiveness.

### 5. Invest in Training & Upskilling QA Teams

- Regularly train testers on **new ad formats, compliance requirements, and industry trends**.
- Provide workshops on **AI-powered testing and data analytics** for better decision-making.

### 6. Optimize Turnaround Time Without Compromising Quality

- Implement **parallel testing strategies** to reduce testing time while maintaining quality.
- Set **realistic deadlines** to allow proper testing without last-minute fixes.

### 7. Strengthen Compliance & Security Measures

- Ensure all ads meet **Google, Facebook, and other platform policies** to prevent rejections.
- Conduct regular **security checks** to prevent data breaches in outsourced digital ads.

### 8. Improve Client Feedback Integration

- Establish a **continuous feedback loop** where clients can review and provide insights before the final launch.
- Use **data-driven insights** to refine ad performance based on real-time analytics.

### 4.3 Conclusion

The research concludes that quality testing is a critical component of success in the outsourcing of digital advertisements. It not only ensures the accuracy, functionality, and compliance of digital ads but also directly impacts client trust, operational efficiency, and business sustainability. Companies that prioritize structured and automated QA processes are more likely to reduce errors, meet deadlines, and maintain strong client relationships in the competitive outsourcing industry.

To enhance quality testing in digital advertising, outsourcing businesses should consider:

1. Investing in automation tools to streamline testing processes.
2. Implementing standardized QA frameworks for consistency.
3. Training and upskilling QA teams to keep up with industry advancements.
4. Enhancing collaboration between designers, developers, and QA teams for better results.
5. Ensuring compliance with platform policies to prevent ad rejections and legal issues.

By integrating these best practices, outsourcing firms can improve the overall quality and efficiency of their digital advertising projects, leading to better business growth and long-term success in the industry.

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# APPENDIX

## Confidential

Dear Participant,

This survey aims to serve an MBA internship report (research based), and we need your kind participation with some insights for its accomplishment. The research aims to determine the effect of perceived support of business organization: a questionnaire analysis on SEBPO Bangladesh. The enclosed questionnaire has been designed to collect information on organizational support, supervisory support, co-workers support, in-role service behavior and extra-role service behavior.

Your participation in this research is completely voluntary. There are no known risks of participation beyond those encountered in everyday life. Your responses will remain confidential and anonymous. Data from this research will be kept secret and reports only as a collective combined total. Moreover, the objective of the research is not to collect any type of confidential data about the organization.

We thank you sincerely for your valuable time and effort in completing the questionnaire. Your valuable feedback will definitely contribute to the advancement and success of this research. If you are interested to know about the research outcome later on, please do not hesitate to contact my academic supervisor or me.

Sincerely,

Jannatul Ferdosi Kongkon  
MBA Program, BRAC University

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## Questionnaires:

### General Information

1. What is your role in the outsourcing business?
  - o a) Project Manager
  - o b) Quality Assurance (QA) Tester
  - o c) Digital Advertiser/Marketer
  - o d) Developer/Designer
  - o e) Team Lead
  - o f) Other (please specify)

2. How long have you been working in the outsourcing industry?
- ☐ a) Less than 1 year
  - ☐ b) 1–3 years
  - ☐ c) 4–6 years
  - ☐ d) More than 6 years

### **Quality Testing in Digital Advertisements**

3. Does your company have a dedicated quality testing team for digital advertisements?
- ☐ a) Yes
  - ☐ b) No
  - ☐ c) Not sure
4. What types of quality tests are commonly conducted on digital advertisements in your company? (Select all that apply)
- ☐ a) Functionality testing
  - ☐ b) Compatibility testing (browser/device)
  - ☐ c) Load/performance testing
  - ☐ d) A/B testing
  - ☐ e) Compliance with ad policies
  - ☐ f) Other (please specify)
5. How often do quality issues in digital advertisements lead to delays in project delivery?
- ☐ a) Very often
  - ☐ b) Sometimes
  - ☐ c) Rarely
  - ☐ d) Never
6. How significant is the role of quality testing in maintaining client satisfaction in outsourced digital advertising projects?
- ☐ a) Very significant
  - ☐ b) Somewhat significant
  - ☐ c) Neutral
  - ☐ d) Not significant

## **Impact on Business and Performance**

7. Have you experienced client dissatisfaction due to quality issues in digital advertisements?
  - ☐ a) Yes, frequently
  - ☐ b) Occasionally
  - ☐ c) Rarely
  - ☐ d) Never
  
8. In your opinion, does quality testing improve the cost-efficiency of outsourcing businesses?
  - ☐ a) Yes, it reduces rework costs
  - ☐ b) No, it increases operational costs
  - ☐ c) No significant impact
  
9. What is the biggest challenge in implementing quality testing for digital advertisements in outsourcing?
  - ☐ a) Lack of skilled testers
  - ☐ b) Budget constraints
  - ☐ c) Tight deadlines
  - ☐ d) Lack of proper testing tools
  - ☐ e) Other (please specify)

## **Future Improvements & Trends**

10. Do you think AI and automation tools can improve the quality testing process for digital advertisements?
  - ☐ a) Yes, significantly
  - ☐ b) Yes, but only to some extent
  - ☐ c) No, manual testing is more effective
  
11. Would you be willing to invest more in quality testing tools/processes if it improves outsourcing efficiency?
  - ☐ a) Yes
  - ☐ b) No
  - ☐ c) Not sure

12. What recommendations would you give to improve the quality testing process in outsourcing digital advertisements?

### 3.3.3 Responses from the Survey:

1. What is your role in the outsourcing business?

11 responses

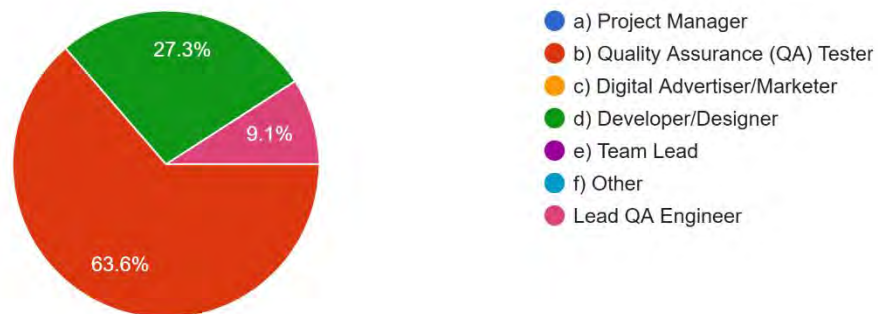


Figure 1

2. How long have you been working in the outsourcing industry?

11 responses

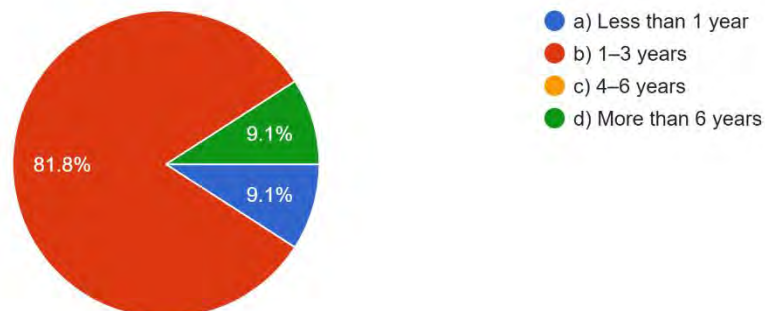


Figure 2

3. Does your company have a dedicated quality testing team for digital advertisements?

11 responses

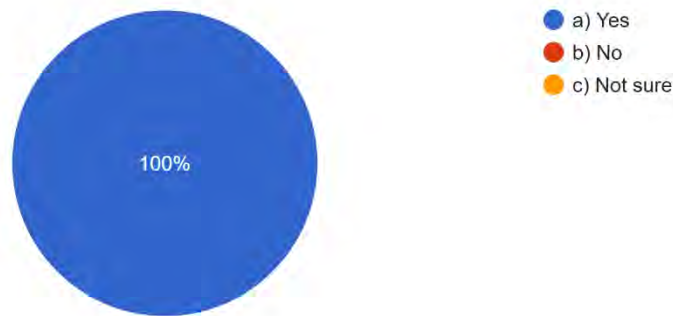


Figure 3

4. What types of quality tests are commonly conducted on digital advertisements in your company?  
(Select all that apply)

11 responses

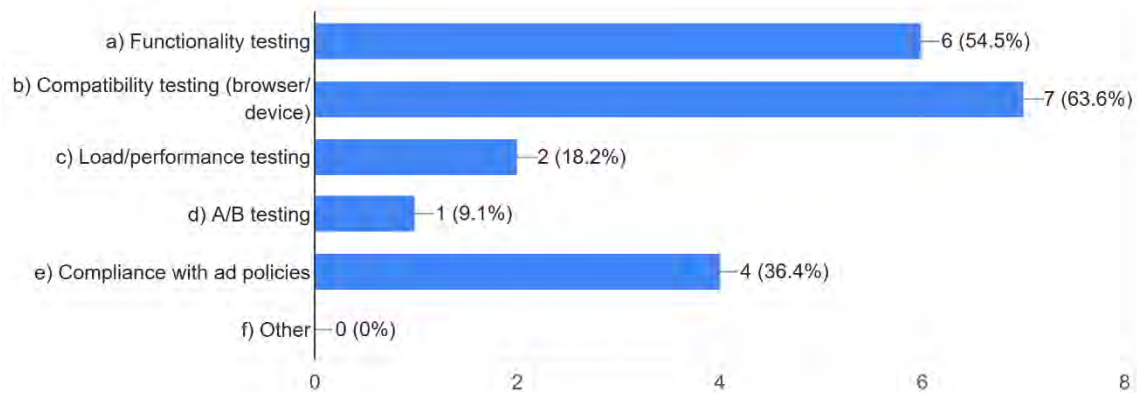


Figure 4

5. How often do quality issues in digital advertisements lead to delays in project delivery?

11 responses

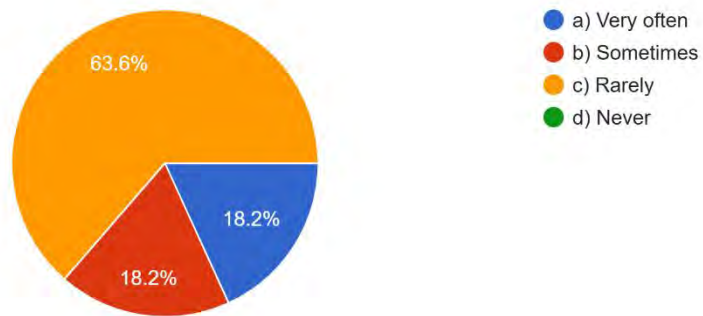


Figure 5

6. How significant is the role of quality testing in maintaining client satisfaction in outsourced digital advertising projects?

11 responses

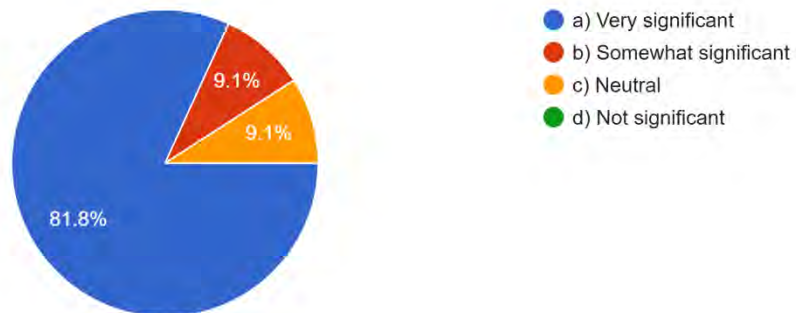


Figure 6

7. Have you experienced client dissatisfaction due to quality issues in digital advertisements?

11 responses

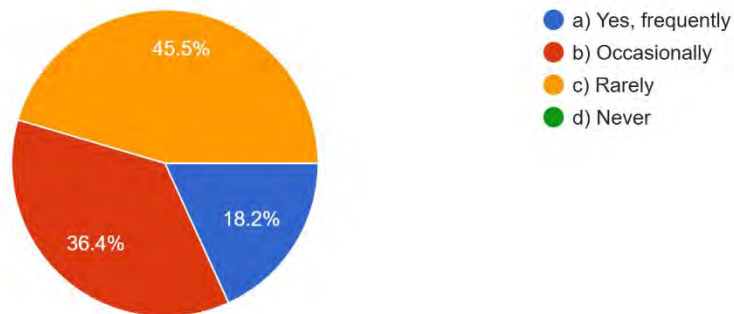


Figure 7

8. In your opinion, does quality testing improve the cost-efficiency of outsourcing businesses?

11 responses

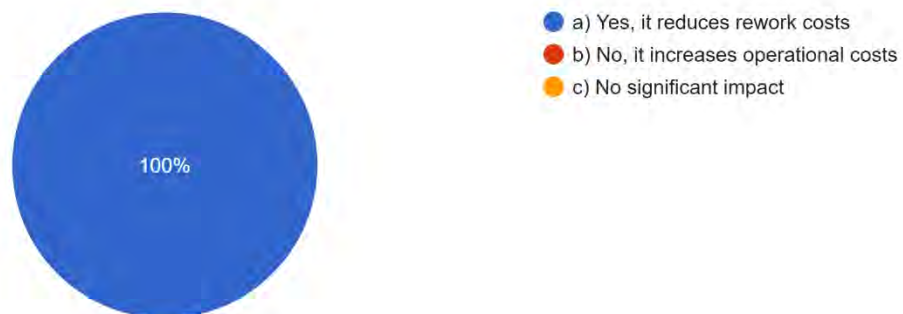


Figure 8

9. What is the biggest challenge in implementing quality testing for digital advertisements in outsourcing?

11 responses

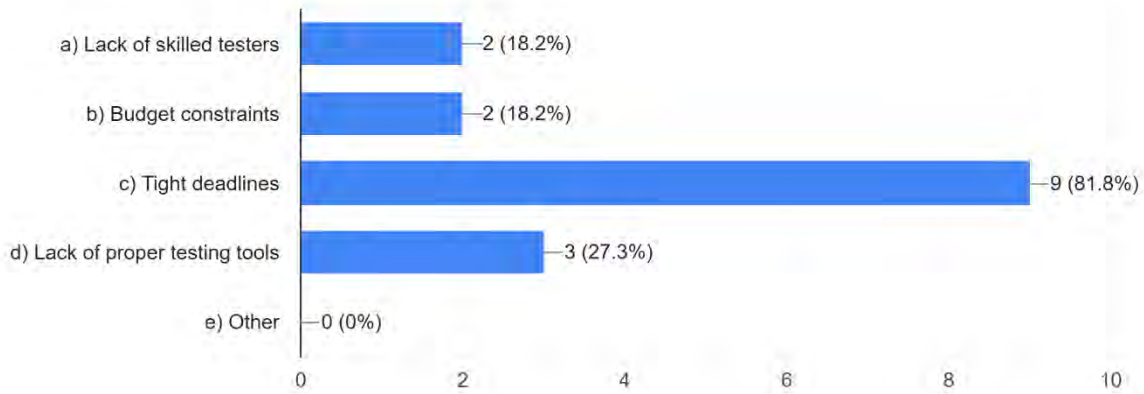


Figure 9

10. Do you think AI and automation tools can improve the quality testing process for digital advertisements?

11 responses

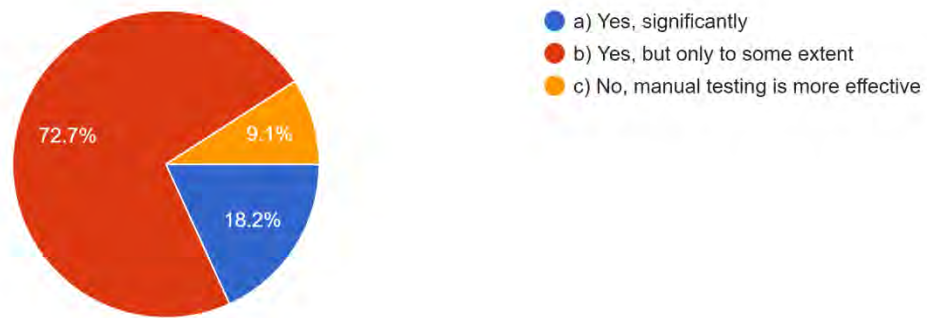


Figure 10

11. Would you be willing to invest more in quality testing tools/processes if it improves outsourcing efficiency?

11 responses

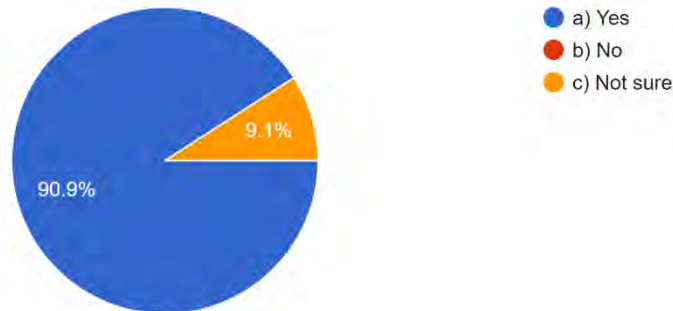


Figure 11

12. What recommendations would you give to improve the quality testing process in outsourcing digital advertisements?

Client requirement analysis

Use automated tools for checking ad rendering across devices, browsers, and platforms. Verify ad performance on various devices, screen sizes, and network conditions.

1. Establish Clear Quality Standards and Guidelines. 2. Implement a Structured QA Process. 3. Use Standardized Testing Checklists. 4. Continuous Improvement Practices

They should hire more quality testers and also pay them well.

If you're already outsourcing digital advertisements and managing the process effectively, you're likely on the right track. Just continue with what's working, as you'll be fine without any major changes.

Continuous skill development process will improve the quality of testing process

Figure 12

