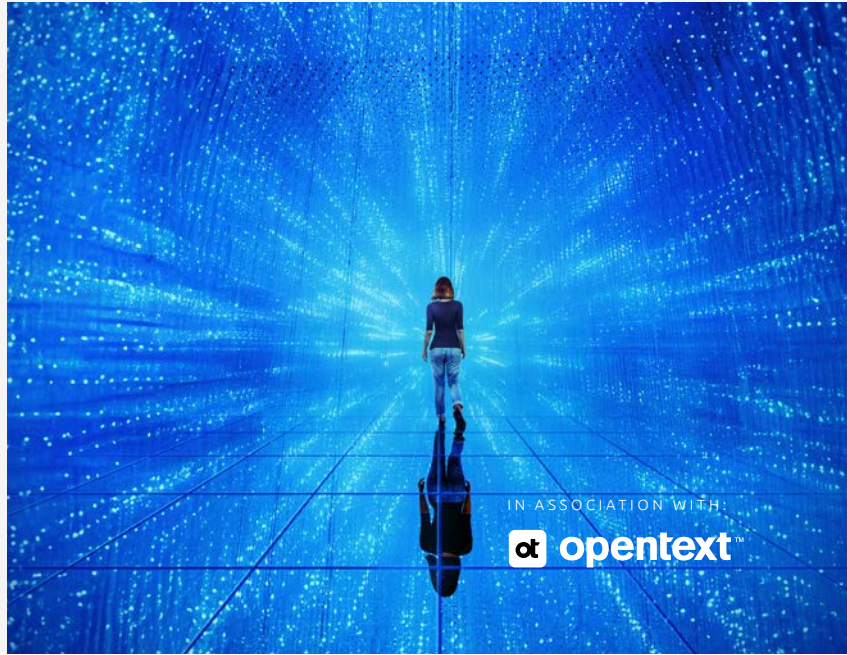


# New futures in focus

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## Quality Engineering in France

Emerging trends, challenges and the way forward

The WQR survey (2022-23) highlighted France's enthusiasm for exploring AI and its capabilities. This trend continues, with French organizations increasingly experimenting with Gen AI in Quality Engineering. Test automation is becoming more prevalent than it was three years ago and organizations are now critically evaluating the tools they use to drive productivity. This shift signals a readiness to invest in or continue investing in Gen AI. This is in line with our findings from the global research from Capgemini's 'Harnessing the value of Gen AI: 2nd edition', which reported a rise in corporate investments worldwide.

### France's position on automation in testing

Efficiency is the primary focus for French organizations, particularly in reducing the maintenance of numerous test cases and scripts, which can be both costly and time-consuming. Autonomous testing presents a more cost-effective and manageable solution. Currently, France's rate of test automation is on par with global levels, though there remains room for improvement in effectiveness. Experts have long advocated for upgrades and automation, yet challenges remain. Especially since many companies in France still rely on classic and open-source tools for test automation, raising concerns about productivity ceilings. Nonetheless, some organizations are already embracing AI-driven autonomous testing, for example, using Low Code/No Code tools to enhance automation processes.

### Gen AI in France: Potential and challenges

Gen AI is a key topic of discussion in France, though many experts believe the full potential is yet to be realized. While

expectations are high, the reality of scaling Gen AI may reveal different challenges. As Gen AI evolves, it is expected to improve productivity, quality, and coverage.

One crucial factor in the successful implementation of Gen AI is the skillset of professionals working in this area. With roles becoming increasingly technical, French organizations are focusing on developing in-house expertise, particularly in coding and operations, often with the support of external partners.

### Shifting focus: Replacing inefficiency with Agile

According to the latest WQR survey, Quality Engineering skills are among the top five most critical skills, alongside AI, cloud, data analytics, and test-driven development. As AI's presence grows in these fields, experts in France believe that Quality Engineering and Testing skills need to be prioritized to maintain efficiency, even when using AI tools. Skilled testers play a key role, continuously evolving to provide a deeper understanding of systems and processes, adding value beyond the scope of testing alone.

### Intelligent product validation

In France, the focus of intelligent product validation has shifted from security and performance alone, to ensuring that products function as intended. This approach aligns with the belief that a secure or high-performing product is of little value if it does not meet its functional needs. Therefore, France's work with connected objects continues to grow, with collaboration between the engineering and user teams ensuring both technical and functional requirements are met.

## Sustainability in Quality Engineering

Sustainability is increasingly becoming a priority within Quality Engineering and Testing. Efforts are being made to measure the environmental impact at every stage of the development lifecycle and implement solutions that address both functional and performance-based issues. Making progress, “Green IT as a Service” has been established to help projects assess their environmental footprint and receive recommendations for improvement. Despite these advances, many companies are still reluctant to invest in sustainability efforts, viewing them as less financially rewarding.

On the other hand, quality engineers are uniquely positioned to focus on measuring performance, efficiency and scalability, potentially driving more sustainable outcomes. Integrating sustainability goals and a “no risk, no test, no development” mindset early in the project planning could drive a cultural shift towards greener practices.

## Quality of data for operational efficiency

Data quality continues to be an overlooked challenge for many organizations. Although half of the surveyed companies acknowledge the importance of clean, reliable data for operational efficiency, budget and time constraints are frequently cited as barriers to improving it. Despite this, significant effort is often wasted on building processes around flawed data, resulting in inefficiencies and avoidable costs. Prioritizing data quality from the start is crucial for driving long-term efficiency. In fact, beyond operational improvements, enhancing data quality also promotes sustainability by reducing energy consumption. So why not kill two birds with the same stone?

## “Valeur métier” (Business value)

Over the next two to five years, the focus in France will be on mastering AI and applying it in a targeted, reasonable manner, particularly in automating basic tasks. While AI will take on a larger role, human expertise remains essential, particularly in training new talent to bring value beyond AI’s capabilities. The emphasis must shift from delivering IT solutions to a more value-oriented business approach. This transition is already evident as service centers increasingly evolve into Centers of Excellence, focusing on expertise and value creation for both internal and external clients.

Being a metric-loving field, Quality Engineering and Testing holds immense potential in transforming every sector it touches. France understands the value of this statement and is set to embrace this in the most progressive, yet practical ways. We look forward to witnessing their progress in the coming years as they pave the way for smarter solutions and set new standards of excellence.

## Survey Watch

26%

Actively using Generative AI solutions (LLM and SLM models) like OpenAI, ChatGPT, or GitHub Copilot in QE&T processes.

60%

Responders believe that the biggest risk in leveraging Gen AI solutions for Quality Engineering is data breaches.

58%

Organizations lack clear strategy on how to validate the usefulness of Gen AI solution.

48%

Organizations in France have an enterprise-wide test automation strategy in place.

42%

Have an enterprise-wide repository with learning pathways for each Quality Engineering role; usage is monitored and tracked.

### Contact

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