



An e-commerce and insurance provider **uncovers and solves more** than imagined thanks to GermainAPM.

Situation

A company that offers insurance products to e-commerce companies across the globe also helps provide and manage Customer Retention for a number of its clients' websites.

The company's marketing team was interested in examining client interactions when using web chat functionality on the sites it managed. In particular, the team was eager to better understand friction between clients and its service center, as well as how new features impacted users' experience when using web chat for support or to file insurance claims.

GermainAPM already had a reputation for providing end-to-end performance monitoring and highly intuitive and actionable insights. Therefore, GermainAPM was the clear choice for evaluating web chat performance on the company's websites.

At the time, neither GermainAPM nor its new client knew how much more GermainAPM would help to uncover and, ultimately, solve.

Solution

GermainAPM's platform monitors and records videos of all users' browsers while they navigate a given website, including conversations that happen via web chat. This allows for the identification of aggregate trends and issues as well as more granular behaviors and their causes. GermainAPM's User Replay allows examination of users' every move within individual web-browsing sessions, from start to finish. And it makes it easy to identify frictions via various search, data mining and visualization features.

In addition to comprehensive user behavior analysis, Germain APM provides end-to-end technical monitoring and root cause analysis, which helps to identify when and how issues are being caused by technical or system failures, in addition to user experience and interface design issues.

USE CASE

MONITORING & FINDING FRICTIONS IN CUSTOMER JOURNEY

User browsing sessions captured by GermainAPM revealed that one of the log-in page's requirements for users to reset their passwords was being poorly communicated. With a simple wording fix, the "bug" that had blocked users from accessing the website altogether was removed.

- Identified "bug" blocking ~30% of web chat sessions
- Removed major unsuspected impediment to user log-ins
- Decreased time-to-order
- Increased purchase conversion rates

RESULTS

While investigating the users' experience using web chat, GermainAPM's client was surprised to find a major issue that had nothing to do with design or customer management: Its web chat connectivity was often failing for users, preventing them from being able to communicate with support altogether. The client's technology appeared to be running successfully, so "nobody had a clue" this issue was occurring.

Fortunately, GermainAPM's comprehensive monitoring was able to identify this major technological glitch that would have otherwise gone unnoticed.

In another instance, GermainAPM caught a significant user experience issue in an area its client was not focused on monitoring. Although GermainAPM was employed to evaluate web chat functionality, its platform happened to catch users spending an inordinate amount of time on the log-in page, trying to connect to one of the company's websites. For months, users spent time trying to log in but they would fail and then leave the website. Upon further inspection, there were no data center issues or downtime.

