

Discovery Uses Qualica's User Experience Monitoring for Performance Testing

The Client

The Power of Vitality is a wellness program set up in the US by SA-based Discovery Holdings Limited. It's an innovative health-enhancement program, providing employees with rewards that motivate healthy behaviours. This results in reduced healthcare costs for employees and healthcare carriers.

The Challenge

Discovery needed to monitor the online experience of both sets of customers in the US - the diminishing number of Destiny Health members, as well as users of its wellness programme. This was to ensure optimum performance of its online offerings and the readiness of its Power of Vitality business.

Andre Nel, Head of Application Infrastructure for Discovery Health, explains, "Performance is generally not a problem in the US. In South Africa there is more pressure on online offerings - and more that can go wrong. Locally we have the added complexity of multiple layers and a single vendor in the form of Telkom."

"However, certain components of our online offering travel back and forth between South Africa and the US," he says. "In addition, we have data housed in South Africa that could put a strain on user experience in the US. For these reasons, it is vital that we monitor user experience there."

The Solution

Discovery has been using Qualica's User Experience Monitoring (UEM) solution and services locally for a while. Recognising the value and benefits of the solution, it decided to extend the system into its global operations and now employs the solution for its UK offering, PruProtect.

Qualica's solution uses scripts to mimic customers' interactions with online applications and websites. For the Power of Vitality website, Discovery provided the information required for testing and Qualica developed the scripts. These run on multiple servers in the US and South Africa.

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The Results

The collectors gather real-time data on customer experience and feed this to a management server. This data is monitored by the Vitality team via an intuitive Graphic User Interface (GUI).

Major benefits include a direct line of sight into what customers are experiencing, powerful reporting and real-time measurements. These enable performance issues to be quickly resolved.

Discovery is benefiting from real information about how customers are experiencing the Power of Vitality website.

“This is vital as the typical reaction to a poorly performing site is that users simply steer away from your business,” says Nel. “We won’t even get complaints. They simply click elsewhere. Without monitoring, we would often have no indication that there were any problems.”

The information collected by the UEM solution is presented in great detail, via a management server, which the Vitality team can interrogate. “The solution enables us to get to the truth of the problem,” says Nel.

Healthcare giant Discovery Holdings’ US business is greatly benefitting from the use of Qualica’s UEM system.