

Investment Management House Benefits from Application Performance Monitoring

The Client

Qualica's client, a large investment management company, focuses on delivering superior investment performance to its clients. Their online team needs to ensure that client experiences in the online channel match the performance standards and culture that the company is renowned for.

The Challenge

The client provides an online channel to investors enabling them to view and manage their investments and conduct research.

The client views the Internet as perfect for their sector, which offers no physical product. It provides a way for clients to see the services on offer by logging into their online accounts.

It is because it regards its website as such a key channel, that a holistic understanding of how its clients are experiencing the online channel is required.

The Solution

The client required comprehensive and multifaceted monitoring of its clients' experiences. After extensive research, they selected Qualica's User Experience Monitoring (UEM) solution due to its ability to meet their business and technology monitoring requirements.

"Our objective was to gain greater visibility into performance and obtain a view of what kind of service we were getting from our IT operations team which runs the technology," explains the client.

Multiple scripts, representative of the most common user paths, are deployed on probes across different geographical locations.

The frequency of monitoring varies to achieve the different objectives – five-minute runs to monitor application availability, and hourly runs to measure application performance. All monitoring scripts are active tests performed in real time.

The Results

The major benefits have been significantly improved visibility and understanding of customers' experiences. This is backed by detailed performance metrics and cost efficiencies.

Also, the ability to objectively measure service level agreements within IT teams and 3rd party service providers is highly valuable.

"We use UEM to monitor all our online sites, including the public website, password-protected member website, and the tools available to selected clients. It provides us, at a click, with the monitoring information we need to know in real time," says the client. "This immediacy is very important to us, especially during busy periods."

“By giving our clients an excellent web experience, we enable them to manage their investments in real time,” says the client. “This gives them the locus of control and they benefit from the immediacy of real time information.”

The primary function of Qualica’s tool is to monitor what clients actually experience – which translates into their experience of the brand. Performance must reflect the corporate brand and standard of investment services.

“It’s good to see South Africa producing world class technology,” concludes the client.

“Having Qualica in the same time zone, using the same language, means we can have open, robust conversations with them. We find them responsive in turning around issues and making enhancements.”

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