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Qualica Powers PruProtect’s Mission-Critical, Customer-Focused Website

The Client

PruProtect is a joint venture between Prudential UK and Discovery, selling life insurance to the UK market.

The company’s operations are based in South Africa and its products are sold via a network of independent brokers in the UK.

The sole interface between the company and its broker network is the PruProtect website.

The Challenge

The PruProtect website is mission-critical and key to the company’s success. It needs to be customer-centric, fast, responsive and available 24/7.

It is crucial that external brokers and financial advisers have immediate access to pricing and product information at all times. This is because PruProtect operates in a sophisticated, highly competitive and regulated marketplace.

The PruProtect website needs to provide pricing to these aggregator sites rapidly and effectively to prevent the company losing potential business. Brokers need to be able to draw policy pricing in real time to provide immediate quotes.

Also, because PruProtect’s online applications are such an integral part of the business, the company constantly upgrades its website and needs to carefully monitor performance following each change.

In short, PruProtect needs a sophisticated solution that can shed light on the user experience.

The Solution

Initially, PruProtect used the Qualica system for gathering statistics to understand how the website was performing.

PruProtect then extended its use of the solution to include real-time application availability monitoring and application performance monitoring for internal PruProtect applications. User Experience Monitoring (UEM) provides detailed metrics on end-to-end application and service performance.

PruProtect’s key requirement for its online application is high availability. Qualica’s UEM system ensures this availability with high-frequency end-user monitoring of mission-critical web applications.

The Result

Qualica's system provides PruProtect with real information about what its website users are actually experiencing. It also delivers automatic notifications to alert the relevant people of any issues.

This way PruProtect is ensured that it can identify and resolve any potential problems before they can have any major impact on end-users.

UK-based PruProtect is benefitting from real-time monitoring of how users experience its mission-critical online applications. The insurer has proactive visibility into the experience of end-users and can quickly determine the extent of any issue.

"End-user monitoring gives us a good idea if there is any connectivity degradation, as opposed to application degradation," says Brown. The detailed data produced by Qualica's UEM system is also used to identify and monitor trends.

PruProtect pulls its own reports from the UEM system, interpreting them and using the information to better its applications and plan for the future.

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