

Qualica Ensures and Delivers Optimal Online Experiences for SuperSport Viewers

The Client

SuperSport is the largest sports portal in Africa. The SuperSport stable of websites is visited by close to one million users each month. It delivers content into the new media environment – online, mobile and interactive television.

SuperSport ensures an optimal experience for its online visitors through the strategic use of User Experience Monitoring (UEM) from Qualica.

The Challenge

SuperSport wanted to understand how its customers were experiencing the online services it delivered because this has major implications for the perception of its brand.

The websites it hosts are often image-rich and feature video clips as well as heavy branding, all of which impact download times. In addition, this content is served in a high-intensity, time-constrained environment.

It's therefore essential for SuperSport to monitor user experience to ensure proactive identification of any problems. The company also needed to check the uptime of its service provider, and how well content was being delivered from its servers.

Supersport also wanted to investigate specific problems, like why ex-pats abroad were experiencing slow download times.

The Solution

To gain proactive insight into how users were experiencing the performance of its online offerings, SuperSport invested in Qualica's User Experience Monitoring (UEM).

The solution proactively monitors all the SuperSport-hosted websites by replicating end-user actions on a continuous basis. Detailed statistics about the user experience are uploaded in real-time to a central management server for analysis and reporting.

Qualica developed the scripts that run against the websites. These run on a number of collectors in different cities in South Africa, and one in London. Qualica also held an initial series of workshops to provide professional analysis, which resulted in a number of quick wins to optimise performance before SuperSport honed in on problem areas.

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The Results

SuperSport is now able to monitor exactly what its users experience, and can be proactive about attending to problems when these are identified. It can drill down into real-time user-experience data to identify exactly what the problem is. SuperSport can distinguish, for example, between application, infrastructure and network problems. This enables the SuperSport New Media technical team to pinpoint and fix any problem timeously, before it impacts users.

SuperSport can see where bottlenecks in the system are, and how to alleviate them.

Huyser, Technical Manager at SuperSport New Media, describes Qualica’s customer service as really good. “They are always checking to find out if we need help, and our experience of them is very positive,” he says.

The major benefits are proactive problem-solving, ensuring that visitors do not turn to alternative sites because of poor experience, and increasing positive brand perception.