

# GoCompare.com uses Dynatrace Synthetic Monitoring to protect the customer journey 24/7



CUSTOMER STORY

## Customer



## Industry

Insurance

## Challenge

Reliance on third party services, creating blind spots in digital performance.

## Solution

Dynatrace Synthetic Monitoring

## Results

- Proactively alerts on performance degradations before customer impact
- Simulate spikes to prepare and assure top performance during peak times
- Clone any consumer profile and assure best user experience
- Benchmark tests to continually improve performance and maximize revenue

GoCompare.com enables users to compare and review products across a number of industries, such as insurance, finance, energy and travel. The website was launched in 2006 and quickly became one of UK's favourite price comparison sites. In 2013, GoCompare.com reported a turnover of £110million, and in 2014 was the subject of a £95million takeover by Esure

## DIGITALLY DEPENDENT

In a world where customer expectations around speed and convenience are soaring, delivering an exceptional digital customer experience is more important than ever before. This is particularly true for the fiercely competitive world of online price comparison websites. As one of the most widely-recognised comparison website brands in the UK, its reputation rests on providing seamless customer journeys. GoCompare.com generates revenue by charging its partners, whose products are displayed on GoCompare.com, a small commission once a sale has been completed through the website. It therefore handles a huge volume of transactions at very high speeds, meaning digital performance is at the heart of its success.

Matthew Pitts, Application Support Manager at GoCompare.com, comments, "We're dependent on the digital performance of our website, as the income, reputation and consequently survival of the company, hinges on completed customer journeys and a consistent user experience. If our website runs slowly, or customers can't complete their transaction, they will quickly defect to a competitor."

Managing GoCompare.com's digital performance is no easy task. In order to display its partner's products accurately, GoCompare.com uses third party applications to update its offerings in line with the partner's own website. Without visibility into the conduct of third party services, it is almost impossible for IT teams to identify performance degradations relating to these services. Not only this, but the majority of GoCompare.com's web traffic takes place during the evenings and weekends, outside of normal working hours when the IT team is on-hand. Consequently, the company began looking for a solution that could constantly monitor the digital performance of applications, whether in-house or provided by a third party, so that any potential problems could be flagged before the customer is impacted and service is disrupted.

Pitts said, "A lot of what we do is interacting with and receiving data from third party services. As a result, our customers' journeys are dependent on the behaviour of third party applications – which are largely out of our control. But when a customer's journey doesn't perform as expected, users direct their grievance to GoCompare.com, as they are using our site."

Another issue we face is that most customers are using the site outside of working hours. We therefore needed a way of automatically monitoring both in house and third party applications 24/7, so that if there was a problem that would impact the customer we could get the out of hours team on the case to resolve it."

## SEEING THE BIGGER PERFORMANCE PICTURE

After researching the market, the solution chosen by GoCompare.com was Dynatrace Synthetic Monitoring. Dynatrace Synthetic Monitoring analyses and records the digital performance of third party and host services, enabling the company to identify performance degradations more quickly. The solution also monitors the digital performance of GoCompare.com's competitors, so it can measure its customer journey against others in the industry. "We rely on Dynatrace's solution on a daily basis. It's a pivotal part of our monitoring suite and provides an early indication for lots of performance problems, whether internal or with a third party service," Pitts explains.

Dynatrace Synthetic Monitoring protects the customer journey by automatically processing and comparing thousands of data points in seconds, proactively alerting IT teams to performance degradations before they impact the consumer. A load testing capability allows GoCompare.com to simulate spikes in activity, so it can observe how the website handles increased traffic. This provides the company with the peace of mind that when the site experiences an increased workload, it will still perform seamlessly and deliver the expected user experience. As a result, GoCompare.com can operate with a skeleton staff outside of office hours, even though this is when the site experiences the most web traffic.

Furthermore, Dynatrace has the world's largest synthetic network – with hundreds of devices, browsers, connections and locations to choose from. With access to this extensive network, GoCompare.com can clone virtually any consumer profile to monitor individual customer journeys.

"If you look up a vehicle's registration number and it takes too long to come back, Dynatrace's Synthetic Monitoring will flag this performance issue," Pitt continues. "This allows our IT teams to escalate the issue to the provider of that third party service, disable the widget or show messages to alert customers of performance degradations."

## PERFECTING THE CUSTOMER JOURNEY

Through Dynatrace, GoCompare.com can monitor digital performance in real-time – so engineers can not only protect, but

enhance the customer experience. The company can also conduct synthetic tests to ensure that all customer journeys are functioning correctly and that no external factors are negatively impacting the end-to-end process. As an added bonus, GoCompare.com can benchmark these tests to continually improve the customer journey, which enhances the usability of the website and increases revenue opportunities. "We test every dramatic website change through Dynatrace Synthetic Monitoring to ensure our customers' journeys aren't compromised," commented Pitts.

"Not a week goes by when we don't identify a service issue through continuously monitoring our core products and pages through Dynatrace", he continued. "If a third party script takes longer than expected to load, the solution notifies us of this anomaly. The alerts let us know whether there are consistent issues and imparts forewarning of complications – whether that is a slow running application or the inability to complete a quote. In a nutshell, Dynatrace Synthetic Monitoring provides all the information we need to form a complete picture of our website's digital performance."

## OFFERING PEACE OF MIND

Off the back of the company's success with Dynatrace Synthetic Monitoring, GoCompare.com is assessing the integration of Dynatrace's other performance management solutions – such as Application Monitoring and User Experience Management.

"We would thoroughly recommend Dynatrace to any company whose reputation depends on its digital performance. It provides our IT teams with the peace of mind that any concerns will be flagged automatically, allowing issues to be resolved before they impact the end user," concluded Pitts.

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