

Discovery deploys Qualica's UEM platform internationally to ensure optimum performance of its online offerings

*Synopsis:*

Healthcare giant Discovery Holdings' US business is benefitting from direct line of sight into what customers are experiencing, powerful reporting with comprehensive drill-downs and real-time measurements that enable performance issues to be quickly resolved.

*Customer Profile:*

The Power of Vitality is a wellness program that is currently being set up in the US by SA-based Discovery Holdings Limited. The program is based on Discovery's successful Vitality program that is the largest wellness program in the world with more than 1.5 million members in the US, UK and South Africa. It offers an innovative health enhancement program, providing employees with rewards that motivate healthy behaviours resulting in reduced healthcare costs for employees and healthcare carriers.

The offering is still in its infancy and will be delivered via the Power of Vitality website, [www.powerofvitality.com](http://www.powerofvitality.com). While the company is not actively marketing The Power of Vitality yet, Discovery continues to build a platform in the US by researching markets and establishing new ways to service clients. The business does, however, have a small number of corporate US customers including Alcon, AOL, Aspirus and Lenovo.

As it sets up this business, Discovery is simultaneously winding down Destiny Health, its US health insurance subsidiary.

*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 - to ensure optimum performance of its online offerings and the readiness of its Power of Vitality business.

There is less of a requirement to monitor client experience in the US than there is in SA, because of the comparative simplicity of the online infrastructure there.

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."

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### *Solution.*

Discovery has been using Qualica's User Experience Monitoring (UEM) solution and services locally for the past four years. Recognising the value and benefits of the solution, it began extending it into its global operations and now employs the solution for its UK offering, PruProtect.

It was natural that the solution should also be extended to its US operations. 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, known as collectors, in the US and South Africa.

The collectors gather real-time data on customer experience and feed this to a management server which is interrogated by the Vitality team via an intuitive GUI web interface.

### *Results.*

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

Discovery is benefiting from real information about how customers are actually 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 there were any problems."

Real-time measurement as well as email and sms notifications bring performance issues to the team's attention in a short period of time.

"We can react quickly as there is a flurry of activity if anything is going wrong," says Nel. "We see the problem before our clients do."

The information collected by the UEM solution is presented in great detail, via a management server, which the Vitality team can interrogate. It can view high-level information, or drill right down to identify the source of any problem and discern between network or website issues, for example.

"The solution enables us to get to the truth of the problem," says Nel. "Too often a company gets multi-faceted versions of what was experienced, as so many different variables make up the customer experience. This is useless to us. We need the truth – and that is the primary reason we use User Experience Monitoring.

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“It picks up problems, and is a consistent source of accurate information. This is far more useful than having to rely on the kind of anecdotal commentary usually gathered by the call centre.”

UEM identifies problems in real-time, before they become an issue for customers. Because it provides incredibly detailed information about problems, it enables the Vitality team to resolve them immediately.

“This is vital; if we waited for our users to point out problems it would be far too late as they would already have been impacted,” he says.

A major benefit of working with Qualica is that the company is able to deploy quickly into most markets.

“Our use of UEM in the US is simply an extension of the model we use successfully in SA,” says Nel.

Another benefit is that the Qualica system is very easy. It makes use of a graphical user interface (GUI) and is reasonably intuitive. According to Nel, it takes only a 20-minute “show and tell” for anyone to get underway.

“The only complexity lies in creating the scripts and the basic work involved in putting it all together, which is handled mainly by Qualica,” he says.

In addition, the solution is fairly flexible. Different intervals of testing are set for different collectors, depending on the functionality being tested and these parameters can be changed quite quickly if necessary.