

END-USER EXPERIENCE MANAGEMENT



“TrueSight helps us see in a more scientific way, using more factual data, the total experience for all users.”

RICH ACKERMANN
ASSISTANT VICE PRESIDENT OF
APPLICATION SERVICES
ONEBEACON INSURANCE GROUP

INDUSTRY

Insurance

CHALLENGE

OneBeacon wanted to measure overall performance levels for my.onebeacon.com and determine agent satisfaction in real time, as well as plan for future infrastructure capacity.

WHY END-USER EXPERIENCE MANAGEMENT?

OneBeacon needed to understand the actual response times of all real users to aid in help desk problem resolution and analyze over all system performance.

SOLUTION

OneBeacon Insurance implemented a real-time monitoring solution that examines every single web transaction for every agent to proactively identify performance issues and pinpoint their root cause.

KEY BENEFITS

- Improved insurance agent satisfaction by finding errors and slowdowns and validating performance fixes without additional system overhead or risk.
- Gained valuable insight into overall business process performance by analyzing all traffic to my.onebeacon.com.
- Planned for future system capacity and eliminated over-provisioning.

ONEBEACON INSURANCE BOOSTS AGENT SATISFACTION WITH A HIGHER-QUALITY ONLINE BUSINESS EXPERIENCE

OneBeacon Insurance relies on Coradiant’s TrueSight™ End-User Experience Management equipment to proactively monitor web transaction performance and enable help desk representatives to quickly troubleshoot and fix system performance issues with my.onebeacon.com. By finding, reproducing and fixing errors in real time, the company can deliver higher levels of online service and reduce support costs. It can also precisely plan for system capacity without over provisioning.

OneBeacon Insurance Group is a leading provider of personal and commercial insurance solutions including a diverse line of specialty insurance solutions for niche markets. The company sells its insurance policies through a national network of independent agents.

OneBeacon’s key business goals are to develop strong relationships with its independent agents and offer products that are attractive to the agents’ customers. To meet those goals and efficiently scale its business operations, OneBeacon launched my.onebeacon.com – an online portal – for its independent agents. Through my.onebeacon.com, agents can easily find policy information, submit applications, receive quotes and request OneBeacon to write insurance policies for their customers. It also enables OneBeacon’s producers to write policies quickly and support a variety of policy lifecycle transactions over the Internet.

Because OneBeacon’s business success hinges upon delivering and maintaining a rock-solid web application to its agents, it is absolutely essential for the company to see a true picture of each agent’s experience with my.onebeacon.com.

SEEING EVERY USER, EVERY SESSION

Although OneBeacon was analyzing key performance metrics using a popular web reporting tool, lack of visibility into what agents were experiencing resulted in additional calls to

the support help desk and an unknown level of agent dissatisfaction. Without true user insight, the company was also unable to proactively plan and scale its web systems to support future business.

“We couldn’t capture the current experience on our portal and go back and look for a particular user or individual and isolate his or her experience at a certain point in time,” said Rich Ackermann, assistant vice president of application services for OneBeacon Insurance. “We were also limited in identifying the user experience so that we could, on a proactive basis, do capacity planning and understand where the pain points might be for our agents. We didn’t have a very good way of measuring those capacity numbers and know where we were going.”

OneBeacon chose Coradiant’s TrueSight to provide accurate, real time information about its web application’s performance, improve help desk and problem diagnostic capabilities and better plan for the my.onebeacon.com infrastructure. “We selected TrueSight because it met our business case, and it was a non-intrusive monitoring tool unlike some other products we had used,” explained Ackermann.

CASE STUDY

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TrueSight shows production web application and platform issues exponentially faster than any method today, and sets a new benchmark for lower total-cost-of-ownership and ease of use.

TRUESIGHT PROACTIVELY KEEPS ITS EYE ON BUSINESS

In addition to aiding with problem ticket resolution, TrueSight analyzes all traffic on my.onebeacon.com, from the agents' perspective, for a better view of overall application health. Using Watchpoint technology, TrueSight finds the total number of errors, traffic and host latency. This information allows the company to proactively watch for trends in terms of transaction volume at certain points of the day and make appropriate fixes – before agents are impacted. “TrueSight helped us see in a more scientific way, using more factual data, the total user experience,” noted Ackermann.

PLANNING FOR FUTURE SYSTEM CAPACITY WITH TRUESIGHT

To remain competitive and meet ongoing business demands, OneBeacon will continue to use TrueSight to capture latency information for the my.onebeacon.com infrastructure.

For example, TrueSight can monitor end-to-end latency and report on the response times as the number of users increase. Capacity planning insight allows OneBeacon to find potential frustration points for its agents and add more servers so it can continue to provide superior service to its agents.

“If we can keep performing well, be proactive in resolving problems before our agents find them, be proactive in managing capacity before our agents tell us we’ve have poor performance, this will translate into ease of doing business, which translates into more business by our independent agents,” Ackermann concluded.



“We experienced a pretty significant networking issue that was related to something internal with our switch. And TrueSight brought it to life.”

ABOUT ONEBEACON INSURANCE

Headquartered in Boston, Massachusetts, OneBeacon Insurance Group offers a wide range of specialty, personal and commercial insurance products and services sold primarily through select independent agents. OneBeacon is one of the oldest property and casualty insurers in the United States, tracing its roots to 1831 and the Potomac Fire Insurance Company.

ABOUT CORADIANT

Coradant is the leading provider of equipment used to manage, optimize and troubleshoot web applications. Coradant's award-winning TrueSight products use customer metrics gathered from each web user visit as their primary data source for IT management. Coradant End-User Experience Management products are deployed in hundreds of leading organizations and Fortune 500 companies including software as a service (SaaS), e-commerce, entertainment, finance, insurance, healthcare, and education. Coradant is headquartered in San Diego with offices in North America and Europe.

For more information please see www.coradant.com or call 1-877-731-7277

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