



OVERVIEW

Business Challenge

- Application performance was key to ensuring a quality customer experience, which required service assurance
- Inability to pinpoint issues with the custom application risked creating dissatisfaction with customers, jeopardizing customer loyalty program
- Need to track performance of the custom app, as well as guarantee that specific information was readily accessible

NETSCOUT Solution

- nGeniusONE® and InfiniStream® appliances with ASI Plus technology enable customizable visibility into loyalty program application
- Logical workflow provides dashboard and session views with a custom analysis for real-time views that includes tracking the success and failures of key transactions
- Able to troubleshoot issues that impact the performance of the customer loyalty application service

Business Value

- nGeniusONE with ASI Plus technology delivered business assurance and improved customer satisfaction
- Fulfills contractual obligation to deliver visibility into the performance of the loyalty program
- Improved collaboration between IT and third-party provider to ensure high-quality customer experience
- Extended value of existing nGeniusONE platform

Consumer Financial Services Company Ensures Success of Online Loyalty Program through Custom App Monitoring

nGeniusONE, InfiniStream Appliances and Groundbreaking ASI Technology Deliver Visibility into Performance of Critical Loyalty Program, Achieves Highest Quality Customer Experience

Customer Profile

Operating in nearly 200 countries around the world, this North America-based financial services company offers a plethora of consumer offerings to meet the lending needs of its customers. From student, personal and home equity loans, to credit cards, checking, savings and money market accounts – all offered across millions of merchant and cash access locations - this organization prides itself on its award-winning customer service.

Business Challenge

Fostering customer loyalty through exceptional customer service was critical for this consumer financial services company. The introduction of a web-based, custom application – offered through a third-party service provider – allowed customers to accumulate rewards when conducting certain transactions and then spend them online.

IT faced the challenge of tracking the performance of the custom app, as well as guaranteeing that specific identifiers, such as account balance inquiries, were readily accessible. The performance of the application was key to ensuring a quality customer experience. The inability to pinpoint issues with the application risked creating dissatisfaction with customers, which jeopardized the customer loyalty program, creating a scenario severe enough that the customer might reduce or even cancel entirely their use of the service.



NETSCOUT Solution

The financial services company turned to NETSCOUT® to address this vexing problem. A combination of the nGeniusONE Service Assurance platform with groundbreaking Adaptive Service Intelligence™ (ASI) technology known as ASI Plus and InfiniStream appliances enabled customizable visibility into the loyalty program application.

nGeniusONE powered by ASI Plus provides workflows through dashboard and session views with a custom service metrics for real-time analysis that includes tracking the success and failures of key transactions. Armed with critical traffic insights, IT is now able to troubleshoot issues that impact the performance of the customer loyalty app service. The analytic data is used to generate a monthly report that satisfies a contractual obligation to track the performance of the application traffic with the third-party service provider.

NETSCOUT Solution in Action

The nGeniusONE platform and InfiniStream appliances, powered by ASI Plus technology, was specially configured to recognize the custom loyalty program application. The IT staff deployed the InfiniStream appliances at the access point and within the data centers that hosts the loyalty program application to evaluate response times, transaction volumes, errors and overall availability. Additionally, as the loyalty program app is web-based, it depends on service enablers and network devices such as DNS, Active Directory, firewalls, load balancers, routers etc., which support and connect different components in the data center. nGeniusONE is the only solution that offers monitoring of custom applications, well-known protocols, as well as traffic between infrastructure devices simultaneously. The financial services company is using the nGeniusONE platform to reduce time lost to DNS look up errors, DHCP configuration issues and networking errors. Finally, the IT staff has used the flexible, user-definable capabilities in nGeniusONE to create and distribute an automated monthly report that tracks these performance metrics.

Business Value

The IT team can now monitor and track the performance of the custom application, ensuring business assurance and improving customer satisfaction with the company's vital loyalty program. By extending the value of their existing nGeniusONE platform with ASI Plus technology, the solution successfully improved collaboration between the company's own IT organization and the third-party provider. The nGeniusONE solution allowed IT to leverage information, fulfilling a contractual obligation to deliver visibility into the performance of the loyalty program.



Americas East

310 Littleton Road
Westford, MA 01886-4105
Phone: 978-614-4000
Toll Free: 800-357-7666

Americas West

178 E. Tasman Drive
San Jose, CA 95134
Phone: 408-571-5000

Asia Pacific

17F/B
No. 167 Tun Hwa N. Road
Taipei 105, Taiwan
Phone: +886 2 2717 1999

Europe

One Canada Square
29th floor, Canary Wharf
London E14 5DY, United Kingdom
Phone: +44 207 712 1672

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For more information, please visit www.netscout.com or contact NETSCOUT at 800-309-4804 or +1 978-614-4000

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