

Use case of Digital Experience Monitoring:

Usage and performance patterns



Abha Deshpande manages sales in the western region for Super Bikes Private Limited (SBPL). In totality she manages 45 resellers spread over four western states in India. Since it is impossible to meet them all physically every month, she connects with them over video conference frequently.

In the last few weeks she noticed an unexplained infrequent audio visual lag when she connected with her resellers. She informed Makarand Gaekwad, SBPL's IT Manager, about it.



Three months ago, SBPL had implemented a DEM (Digital Experience Monitoring) solution. One of the goals of this implementation was to observe how end users are using digital resources, such as apps, networks, and devices. It would then find any bottlenecks or inefficiencies that might be affecting UX by analysing these trends.



Makarand pulled out diagnostics from the DEM solution and realised that Abha was facing this issue only in a particular area of her floor where network was weak. Sometimes Abha took video calls from that area to avoid background noise at her end. He informed her of alternate areas where the network was strong, in case she had to step away from her desk!

Abha is happy to conduct video calls without any lag now.

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