

Use case of Digital Experience Monitoring: Benchmark Performance at Industry Standards



Rakshanda Khan (based in Mumbai) from corporate HR of Super Bikes Private Limited (SBPL) is a happy IT user. So are Jasmeet Singh Ahluwalia (Delhi, regional finance), K Sivanathan (Chennai, sales) & Priyank Chetia (Guwahati, regional sales), and hundreds of others like them. Also happy are Jagdeep Khandelwal (Mumbai, CIO) and his team to see rising UX levels.

How? Three months ago, SBPL had implemented a DEM (Digital Experience Monitoring) solution. Some of the connected goals of this implementation were to compare the digital user experience of SBPL to industry standards, monitor third-party applications and services, spot potential areas of weakness and make the required improvements to enhance UX & end-user productivity.

Utilising the features of the DEM solution deployed, Jagdeep's team was able to gather performance benchmarks of the applications in use by end users. They were able to compare the apps deployed in their environment against these benchmarks. Wherever they found gaps, they were able to take remedial actions thereby delivering superior DEM.



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