

# Fortune 500 Insurer

“When revamping our mobile app, we looked at 13 vendors, including an incumbent solution, but Aptelligent stood out as the frontrunner.”

DIRECTOR OF PERFORMANCE ENGINEERING

With over 200 years of experience to their name, this highly respected Fortune-500 company is a leader in insurance, group benefits, and mutual funds. It is among the top 15 largest property and casualty companies in the United States, serving over a million small businesses and tens of millions individuals across the country. It may employ over 15,000 staff members across 100 offices, but this company is anything but a faceless corporation. It is renowned for its exceptional “customer first” ethos, and has won numerous awards for the quality of its services. Although the company recently celebrated its bicentennial, it has its sights set firmly on the future. With a mission to provide the best services possible for its customers, it fosters new products and innovations.

## The Challenge

In its quest to deliver a cutting-edge customer experience, the company realized that it was time to prioritize mobile. They had created a basic app, but after discovering the consumer hunger for apps, they knew they could go much bigger. It was time to put their award-winning services, from claim management to policy assistance to benefits review, directly in the hands of their customers.

Insurance apps are complicated by nature, because they have both business-to-consumer and business-to-business offerings. Individuals want a straightforward customer experience to check the status of a claim or review their coverage options. If brokers are going to do business via mobile, they need a seamlessly operating app; their livelihood depends on it. For instance, if an app crashes during a policy bid, they could potentially lose out on thousands of dollars.

The company needed proper visibility into their mobile offerings to make sure that they could stand alongside its other superior services. To cater to all its customers, the app needed to work on both Android and iOS operating systems. It also needed to be fully

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### WHY APTELIGENT?

This company evaluated other solutions but selected Aptelligent because of its:

- Unified interface for crash and error monitoring
- Breadcrumbs technology
- Proven scalability to support a massive user base.
- Clear ownership of data, mobile benchmarks, and laser-focus on mobile innovation and customer support

functional for both individual and business users. How would the company connect the dots and make sure all these systems were working properly?

Enter Aptelligent.

## The Solution

The company's Mobile Expertise Team embarked on a mission to find the mobile app intelligence solution that could meet their stringent list of requirements. They reviewed over a dozen potential offerings, including the in-house incumbent.

Several months and rounds of detailed evaluations later, one company shone out as a clear frontrunner: Aptelligent. The team knew that this solution was the one because of A) its ease of use and B) the depth of detail it is able to surface.

## Aptelligent in Action

To put it simply, Aptelligent gave the company a microscope into their mobile offerings. The company relies on Aptelligent's mobile app intelligence for:

### **BUSINESS TRANSACTIONS**

A transparent view into the user experience gives the team the ability to optimize the app for its B2C and B2B customers. They can zero in on critical moments within their application, from viewing a policy to finding an agent. Business transactions give the team all the information they need on specific business interactions and key user workflows, from policy bidding to claims submission.

### **PERFORMANCE MONITORING**

By using breadcrumbs, the team can quickly understand how service issues correlate to crashes or transactions.

The username capability allows them to provide customized support to a customer without collecting personally identifiable information. If a customer has an issue, they can contact the help desk and expect a tailored solution so that they're back up and running on the app in no time.

### **CRASH REPORTING**

Crashes are never welcome, but particularly not in an app dealing with sensitive financial information. Crash Reporting allows the team to immediately identify an issue, pinpoint its cause, and fix it – before it affects the user.

### **ABOUT APTELLIGENT**

Aptelligent is the App Intelligence company trusted by the largest mobile apps in the world. Aptelligent's software provides actionable mobile app insights to improve digital business on iOS, Android, and Hybrid apps. Product managers and developers use Aptelligent's insights to diagnose app performance issues that impact user experience. The platform collects and analyzes app performance issues and connects problems to key business metrics. Mobile teams also have access to Aptelligent's big data platform, as well as industry and app benchmarks. Aptelligent is based in San Francisco.

Learn more at [www.apelligent.com](http://www.apelligent.com).

# The Results

Thanks to its innovative spirit and commitment to the customer, this company's next two centuries are slated to be as illustrious as its first 200 years. Bolstered by Aptelligent's mobile app intelligence, it is now able to offer a cutting edge version of insurance and money management that meshes with customers' mobile/digital lifestyle.

The team has all the information it needs to proactively address problems before they affect the end user. Moreover, they can now stay one step ahead of their competition by offering innovative and business critical improvements to their mobile consumers.

This insurer embraces the age of the customer by arming their support team with Aptelligent. When a customer does have a Mobile issue, at a touch of a button, they are able to reach out to the help desk and receive instant, customized advice – without sacrificing privacy. From there, the IT team dissects the issue to identify whether it is isolated or widespread.

Customer commitment has given this insurer a gold star reputation. Now, their stellar mobile offering has made their gold star shine just a little brighter – and ensures that it will continue to be a beacon of customer satisfaction for decades (or rather, centuries!) to come.