

# Leading Hospitality Company Delivers Best In Class Mobile Experiences

“For a company built on the promise of excellent customer service, it is critical to provide a stellar mobile app experience.”

## The Challenge

The hotel business is about making customers happy. This leading hospitality company's relentless pursuit of this goal has enabled it to grow to over 4000 hotels worldwide. In order to fuel and sustain ongoing growth, the company recognized that it must attract a younger generation that will form the foundation of the company's future customer base. This means delivering excellent customer service to younger clients like millennials on the channel they are most comfortable--mobile.

## The Solution

To do this, the company's apps must make it easy to find hotels, make reservations, check-in, and more. Unfortunately, stability and performance issues plagued the old app with poor reviews and ratings. Recognizing the need for a stellar experience, the company decided to completely redesign and rebuild their app, and leveraged a solution that could help them proactively monitor app performance and user experience. After considering alternatives like HockeyApp and Dynatrace, the company chose Aptelligent's mobile app intelligence solution.

## The Results

By leveraging Aptelligent, the company now proactively monitors uptime metrics to ensure stable apps. In addition, the solution monitors the health of services used by the app including booking, loyalty, e-commerce, reservations, and group code. Service monitoring

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### WHY APTELIGENT?

Hospitality customers choose Aptelligent for many reasons including the following.

- Detailed, actionable diagnostic across both error and service monitoring
- Fast time to value and ROI
- Low overhead of the Aptelligent agent
- Best of breed mobile solution

on the actual devices filled a blind spot for the company because their traditional server app monitoring infrastructure missed mobile device level issues.

The company also plans to implement Aptelligent's breadcrumbs, which allow retracing of a user's steps leading to a performance issue, and in turn will accelerate the troubleshooting process. By connecting an obfuscated user ID to their CRM, it allows the company to be able to provide intelligent customer support when users run into issues. This enables the customer support team to quickly look up the exact issue effecting the user. They can even use this data to automatically send notifications to affected users when the app issue has been fixed, or offer incentives to compensate customers for any problems. In addition, the company plans to utilize Aptelligent's transaction monitoring, which will help them understand the exact revenue impact of specific app performance issues.

For a company built on the promise of excellent customer service, it is critical to provide a stellar mobile app experience. The new app, with the help of Aptelligent's mobile app intelligence solution, ensures a rich mobile experience that is consistent with the company's brand, delivers business results, and makes customers happy.

#### 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).