



Simple Application Performance Tools

Measuring Customer Experience

There is a need for simple performance tools for measuring customer experience. There are many complex tools that analyse down to the lowest level and these are often difficult to configure and expensive to licence.

Key Metrics

The key thing for a customer is to be able to get what they want. If there are too many barriers to enable this then it is not a good experience. A very broad Key Performance Indicator would be:

1. Succeeds in acceptable time
2. Succeeds but slower than normal
3. Fails or too slow (time limit reached)

A simple report or graph based on these would help identify processes that aren't working as they should.

Complexities

Considerations you will need to decide are:

- How to collect the data from the customers
- How to report the data simply
- How to update any procedures when the system changes



Existing Tools

There are online survey forms, more complicated customer relationship management systems, simple feedback forms, or simply asking "are you happy".

One of the best questions to ask is "would you recommend me to a friend or relative".

At all times, simplicity for the customer and yourself is best otherwise you will get a skewed result.

Reporting

What sort of reports might be required? Simple is good.

A chart of monthly success showing days across the top, hour of day down the left, and then the resulting cells being green, amber, and red indicating all good, some slow, and some failures respectively.

Below the chart should be a list of the date, time, product affected and duration of slow and failures. If it can be put on one page it is ideal (ie. concatenate multiple consecutive failures into one line).

If percentages are required in each category for each product that could be a second report. For large organisations, a report would be provided as part of an SLA to senior division managers. Executive don't need to be swamped in the details but need a problem to become apparent in the high level reporting.

Summary

A simple and inexpensive tool to capture basic product performance is highly useful to business even where that complements an existing complex toolset recording detail.