

Provide Better Web Site Service with Foglight® Experience Viewer

THE EVOLUTION OF WEB APPLICATION AND CUSTOMER EXPERIENCE MANAGEMENT

- 80 percent of Web sites perform inconsistently.
- 73 percent of enterprises learn about Web site performance problems from end users.
- 72 percent of users do not report problems encountered online.
- 48 percent of online users establish a relationship with a competitor after encountering an online issue.
- 28 percent of online users do not return to a company's Web site if it does not perform to their expectations.

Does Your Web Site Put Your Business at Risk?

Organizations invest millions of dollars annually in their Web site as an extension of their brand and a more effective alternative to traditional "brick and mortar" business operations. Unfortunately, frequent and sometimes complex changes to distributed Web applications prevent the delivery of a satisfactory online experience. As a result, Web sites fail to meet online customer expectations and put their entire business at risk in the form of lost revenues and customers, increased service calls and support costs, reduced operating margins and weakened brand image.

Customer Experience Defined

Customer experience is the complete interaction of your users, customers and potential customers with all facets of your business. A customer experience should be considered a combination of availability, performance, content and business process, as experienced through the browser of your end user. From this, customers will assign either a positive or negative image to your operation, products, services and overall brand.

Customer Experience Impacts the Bottom Line

End users are the ultimate arbitrator of the success of your Web site. If end users have a positive, productive experience on your Web site, they'll return. If users cannot transact effectively, they'll leave, tell friends and may never come back again. Failures often occur sporadically, under unique load conditions, and without a record of the problem. As a result, organizations supporting Web environments spend precious time and energy trying to determine both the root cause and ownership of difficult-to-reproduce user experience issues. The inability to effectively manage customer experience affects your company's profit margin in various ways:

- Loss of revenue
- Damaged brand identity
- Increased call center costs
- Increased Web application support costs
- Reduced operating margins
- Reduced profit

Can You See Your Web Site Through Your Customer's Eyes?

Your company must be aware of Web site application failures that impact user experience before other users are—and fix them before any additional impact to sales, service, operations and credibility. Traditional Web application management tools allow for system monitoring in the conventional sense of uptime and availability, but do not provide true visibility into an end user's Web site experience.



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- Users relate a positive experience to 11 people, but a negative experience to 17 people—a 55 percent difference.
- Nearly 50 percent of Internet users stopped using a preferred site for a period of time due to slow download times and poor customer experience.
- It costs three to five times more in marketing costs to acquire a new customer than it does to keep an existing one.
- A five percent increase in customer retention yields a 25 to 100 percent increase in profits.

Do You Treat Your Customer as a Diagnostic Tool?

When your customers encounter an error, do you have to ask them specifics about what they were doing, when they were doing it, what application they experienced the issue with, what the exact issue was, whether there was an error code, any screen shots, their IP address, etc.? When did it become acceptable to diagnose your Web application issues by interrogating end users to help identify root cause? There is a better way.

Assure Web Site Quality of Service and Customer Satisfaction

The only way to assure your Web site's quality of service is to leverage complete visibility into every end user's experience. New technology from Quest Software's Foglight® Experience Viewer provides real-time visibility into the browser experience of every user, bridging the gap between the business and IT for issues with your most critical Web applications.

Imagine having a video camera over the shoulder of every user, with the ability to record each session for review, comparison and analysis across all other user sessions. Foglight Experience Viewer ensures your users have a flawless online experience and provides:

- Instant replay of real-user sessions in any browser
- Information on what the user did and how the application behaved
- Ability to correlate user actions and assess the overall business impact of an occurrence
- Elimination of non-reproducible errors, recurring, hidden and help-desk reported issues
- Reduction in time to resolution

Get True Web Site Visibility with Foglight Experience Viewer

Foglight Experience Viewer gives you valuable awareness of your end users' true online experiences, allowing you to diagnose Web site problems before they affect your operation, sales and services. You need to deliver superior Web site quality of service, and Foglight Experience Viewer is the most powerful, most comprehensive tool for supporting that goal.

About Quest

Quest Software, Inc. delivers innovative products that help organizations get more performance and productivity from their applications, databases and infrastructure. Through a deep expertise in IT operations and a continued focus on what works best, Quest helps more than 18,000 customers worldwide meet higher expectations for enterprise IT. Quest Software can be found in offices around the globe and at www.quest.com.



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