



Reduced support SLA by 95% and optimized user journeys using UserExperior



UserExperior

Introduction

ICICI Prudential Life Insurance Company Limited (ICICI Prudential Life) is promoted by ICICI Bank Limited and Prudential Corporation Holdings Limited. ICICI Prudential Life began its operations in fiscal year 2001 and has consistently been amongst the top players in the Indian life insurance sector, with Assets Under Management (AUM) exceeding \$1000B.

The ICICI Prudential Life Insurance team has a set of sales representatives that need to manage customer relations, upsell to existing ones and could be working in desk or field. They have been provided with a lead management system from the product and technology team.

The daily active user count is 3500+ and the App is available on Play store on Android devices. The team primarily uses Google Analytics for inquiry into app performance, and also uses AppDynamics. The app is built on Native Android.

The sales team has to schedule appointments with prospects, update on lead activity, setup followup calls etc. on the App - Essentially managing the entire customer lifecycle. The typical user is not the most tech-savvy, and hence support tickets could go well beyond 100 in a given day. The production support team categorized issues in three segments

</> **Technical and usability issues**

These are usability or functionality issues inside the app.

📖 **Knowledge gaps**

Typically happens when user is unable to understand how to use a feature.

📁+ **Feature requests**

Asks for a new feature or functionality within the app.

The problem

The technical support issues were the biggest challenge. A 6-member support frontline team takes calls to understand the issue. Because of the user demographic, it's often difficult to understand, comprehend and diagnose the issues. Further, sales representatives may not always be available for a call to explain the issue, which further delayed resolution.

Issues that don't get resolved trickle down to the technical team which needs to fix the technical problem.

The average time taken to resolve the issue was roughly 2 days, and the issue volumes spiked dramatically when there was a new app release. This delay directly impacted insurance sales, making it a vital business KPI to improve.

The ICICI Prudential team wanted a solution that could help them achieve the following

- 1 Reduce the number of tickets**
- 2 Bring down the 48 hour SLA to a significantly lower time**
- 3 Identify and diagnose the issues faster, with little or no dependency on the sales team.**

Solution with UserExperior

ICICI Prudential's production technology team started using UserExperior in 2019 to fight these challenges. UserExperior was able to impact every step of the problem and bring the required changes in the following ways

Diagnose issues with session replays

- With session replays available for every user, the frontline support team was no longer dependent on the sales team for preliminary diagnosis.
- The team could quickly see and identify the issue that was happening, and could clearly categorize issues as knowledge gaps or technical glitches

App logs and stack trace for debug

- The production team could view session replays and see the complementary app logs to understand what broke down.
- They were able to see the error messages in the stack trace and speed up resolution of the issue.

Over the last year, ICICI Prudential has been recording about 3500 user sessions everyday, with the team logging into the app for solutions on a daily basis.

Today, support resolution time is down from 48 hours to 2 hours - 24x faster ticket resolution.

Experience Improvements

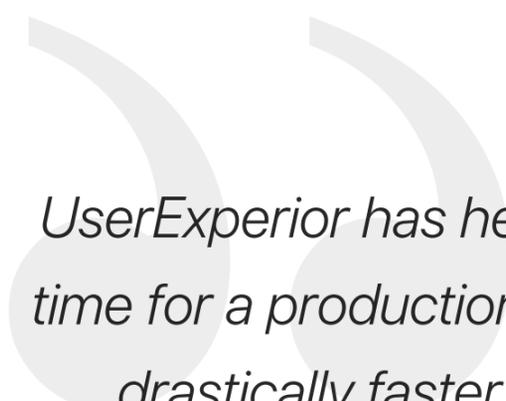
The team at ICICI Prudential keeps looking for ways to optimize their app for the best experience and highest business impact, and in the same quest, they actively use UserExperior's heatmaps for their app also. Some changes they could bring about were -

Usability Improvements in UI

The team used heatmap drill-downs to understand why users were not able to find the right options. They were also able to change the position and layout of a UI element that was being clicked by the user with different expectations.

User Journey Improvements

For scheduling a meeting on the app, the users had more than one way to reach the appointment page. The production team was able to find the least resistance path and make it available to the users, improving usability for one of the most used features significantly.



UserExperior has helped us to bring down the analysis time for a production issues, and enabled us to provide drastically faster resolution. The heatmaps have helped us guide our UI changes based on user behaviour and in identifying flaws in application flows.

Kunal is a Senior IT Project Manager at ICICI Prudential.

