Tangerine improves mobile experience using automated app feedback

IBM DevOps solution provides more than 1,000 items of feedback on mobile app in a few weeks

Overview

The need

To improve its services and respond quickly to customers, Tangerine sought a more efficient and effective way to gather customer feedback on its mobile banking app.

The solution

The IBM® Mobile Quality Assurance for Bluemix™ service helps the bank gather actionable insight into customer issues and needs.

The benefit

Within just a few weeks, Tangerine gathered more than 1,000 items of customer feedback, which helped streamline the QA process, speed development and improve the customer experience.

Tangerine was founded in 1997 to offer citizens in Canada an alternative to traditional big banks. It aims to deliver simple, innovative services to its 1.8 million customers. With few brick-and-mortar locations, Tangerine's primary channels for engaging customers are online and through mobile devices. It's therefore essential for the bank to make sure its mobile banking app delivers what customers need.

Becoming more responsive to customers

"The challenges we face at Tangerine are similar to what every business faces in today's rapidly changing market. Consumer expectations are changing day by day, if not hour by hour," says Charaka Kithulegoda, chief information officer (CIO) at Tangerine. As a result, the bank wanted to become more responsive to customer needs. "We needed to get feedback from our customers in a way that we could understand it and get actionable insight very quickly from it," says Jayesh Mehta, senior architect at Tangerine. In the past, investigating app issues was challenging due to the large number of mobile devices and platforms customers use. "It was difficult to troubleshoot problems because we don't have access to every single Android device out there," says Mehta. "So it would be very tough to reproduce issues customers reported."

"With the Bluemix solution, we can rapidly improve the customer experience. We can listen to our customers. We can gather their feedback in real time and act on that feedback quickly. They don't have to wait six months for us to address their concerns," says Charaka Kithulegoda, chief information officer (CIO) at Tangerine.

"Within weeks of implementing the Bluemix service, we got over 1,000 items of feedback from our customers, which helps us learn and make our application better."

— Charaka Kithulegoda, chief information officer (CIO) at Tangerine.

Rapidly implementing a cloud-based solution

Tangerine chose the IBM Mobile Quality Assurance for Bluemix service, one of several cloud-based IBM DevOps solutions, to improve the quality of its mobile banking app. "I was surprised by how quickly we were able to implement IBM Mobile Quality Assurance for Bluemix into our app," says Mehta. "Something that could have taken weeks ended up taking a couple of days. Bluemix essentially cut down our implementation time by 95 percent." The Mobile Quality Assurance for Bluemix service helps Mehta's team quickly gain real-time, actionable insight into customer issues with the banking app and then makes it easier to solve them. The service captures the issue, app version, and device type and operating system (OS). An IBM WebSphere® DataPower® appliance helps the bank access its back-end data.

Gaining valuable, contextual feedback

"Within weeks of implementing the Bluemix service, we got over 1,000 items of feedback from our customers, which helps us learn and make our application better," says Kithulegoda. "And we have realized things that we would have never seen in our test environments." The Mobile Quality Assurance for Bluemix service frees developers from trying to identify aspects of customers' mobile environments because it automatically gathers all the relevant information. The service simplifies the QA process because it consolidates all the customer issues it gathers and delivers them in a meaningful way. "We can make the customer experience better because we have reduced our development times, so we get things to our customers faster and reduce our risk," says Kithulegoda. "This journey has given us the amazing experience of learning from our customers and actually acting on what we've learned."

Solution Component

Software

- IBM® Mobile Quality Assurance for Bluemix™

About IBM DevOps

The capabilities in this case study represent elements of the IBM DevOps solution. The DevOps approach is an enterprise capability for continuous software delivery that can enable organizations to seize market opportunities, respond more rapidly to customer feedback, and balance speed, cost, quality and risk. By applying lean and agile principles across the software delivery lifecycle, the DevOps approach helps organizations deliver a differentiated and engaging customer experience, achieve quicker time to value, and gain increased capacity to innovate. The DevOps solution uses an open-standards-based platform and a continuous feedback loop across the delivery process, and it is designed to integrate into existing heterogeneous lifecycle environments to deliver value quickly. There are six key practices to the DevOps approach: continuous business planning, collaborative development, continuous testing, continuous release and deployment, continuous monitoring, and continuous customer feedback and optimization.

For more information

To learn more about the IBM Mobile Quality Assurance for Bluemix service, the IBM Bluemix platform or IBM DevOps solutions, please contact your IBM marketing representative or IBM Business Partner, or visit the following websites:
ibm.com/software/products/ibm-mobilefirst-quality-assurance
ibm.com/bluemix
ibm.com/devops