

# Cheers To An Elevated Online Retail Experience

**jds**

**CISCO**

## CUSTOMER OVERVIEW

A leading Australian online liquor retailer, comprising four trading banners, and servicing customers nation-wide.

## PRIMARY INDUSTRY

Online Retail

## PRIMARY SOLUTION

- Cisco AppDynamics
- AppDynamics BizIQ

## THE SITUATION

The Customer, a leading Australian online liquor retailer, began experiencing an onslaught of complaints, with customers voicing frustrations over an ailing checkout process. With no apparent underlying merchant issues, numerous customers were unable to finalise purchases at the point of payment. This problem not only threatened revenue, but was also tarnishing the retailer's reputation.

Aggravated by the lack of visibility into the root cause, the Customer was clueless about which brands, subsidiaries, payment methods or APIs were causing the issue, and the extent of cart abandonment was unknown.

## THE PROCESS

Desperate for a solution, the Customer turned to JDS Australia to help them gain visibility and control over their web application performance. Leveraging AppDynamics, the market leader in application performance monitoring, JDS was able to thoroughly analyse the online retailer's web application. AppDynamics, which offers real-time visibility into every business transaction, proved instrumental in dissecting the intricacies of the checkout process.

Through deep code inspection, made possible by AppDynamics BizIQ, JDS gained granular activity insights such as subsidiary transactions, payment methods, transaction outcomes, and specific failure types.

"AppDynamics will be an indispensable tool for the ongoing success of the online retail business."

## KEY OBJECTIVES

- In order to rectify the problem and improve the user experience, the customer identified the following objectives :
- > Pinpoint and fix the root cause of the checkout failures.
  - > Gain visibility of which brands experienced the most performance issues.
  - > Understand the impact of poor performance on revenue and customer satisfaction.

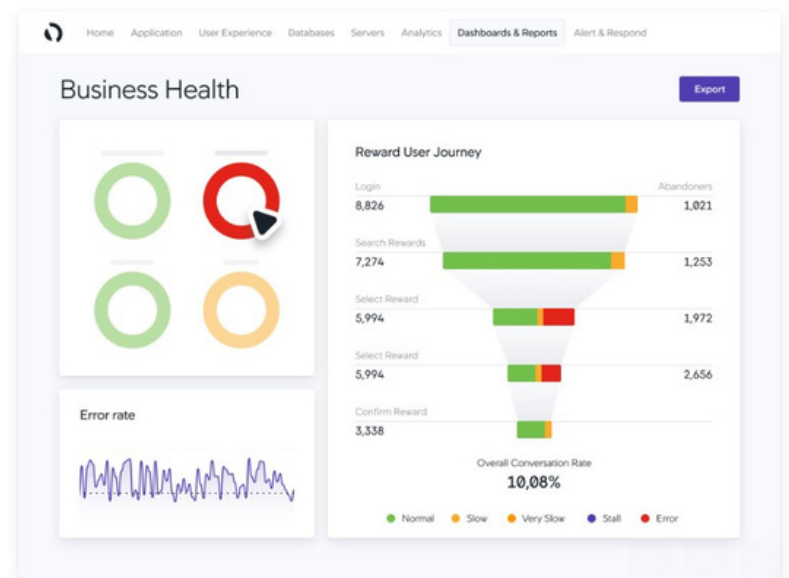
## THE SOLUTION



JDS went beyond basic monitoring and troubleshooting and designed customised AppDynamics executive dashboards to visually represent the critical data aligned with business outcomes. These dashboards detailed brand performance, revenue lost on failed transactions, API health, performance against previous periods, and trends and patterns.

The introduction of these powerful insights allowed the Customer's executive leadership team to effortlessly monitor and measure the performance of their web application, enabling data-driven decisions to enhance the customer experience and boost revenue.

"At JDS, we take pride in driving transformative outcomes for our clients. Leveraging AppDynamics, we were not only able to ensure the resolution of technical challenges but also provide a substantial uplift in user satisfaction and business performance."



## THE OUTCOME



The results were nothing short of transformative. The Customer witnessed a substantial improvement in customer satisfaction, retention and loyalty. Revenue and market share experienced a notable increase, underscoring the effectiveness of the implemented solution.

By delivering a seamless and reliable checkout experience, the retailer secured a competitive edge, ensuring their customers could purchase their chosen beverages without the online headache.

## ABOUT JDS

Established in 2003, JDS Australia ensures IT platforms and systems are secure, available, and performing as required by enterprises and their customers.

With an entirely local team of 100+ employees, JDS has the trusted skills and experience to ensure IT works and Australian business carries on.