

Introduction

Kinect supports one of the world's largest insurance and financial services companies that provides insurance, investment, and retirement solutions. Their customers demand effortless, reassuring, and personal experiences. So, the company has simplified communications and enhanced online resources to achieve the right blend of self-service digital solutions with personal support from associates. But success hinges on the speed and reliability of the technology that drives these solutions and supports their associates.

When they wanted to use New Relics to gain comprehensive visibility into every aspect of their customers' digital journeys, they called on Kinect.

Challenge: Complete Visibility into Customers' Digital Journeys

During the COVID-19 pandemic, the company's online presence became more prominent, which required modernizing operations. After moving the website's workflow to the cloud in 2021, they aimed to deliver reliability to customers by using New Relic to visualize the customers' journeys from beginning to end. They created an internal cross-functional delivery team, to help achieve their objectives. Still, they needed guidance from a squad that lives and breathes observability. Kinect helps organizations optimize workflow performance and break down cultural silos between security, site reliability, and operations to increase visibility and enable high-performing teams while reducing costs.

Solution: Providing Complete Visibility to Operations

Kinect started by performing an audit on the instrumentation and alerting, which involved a gap analysis and risk report. The audit identified inefficiencies in the architecture. Following Kinect's advice, they reconfigured their AWS Kubernetes environment, which vastly reduced the volume of alerts while improving their quality.

The company lacked visibility into the customers' journeys and how service degradations could impact their experience. There were significant gaps in instrumentation coverage, so Kinect filled all gaps with basic and custom instrumentation of all components and systems. Kinect then leveraged alerting scenarios and performed additional configuration with customers' journeys mapped and included in the alerting architecture.

They had basic visualization of how well services have been performing, but Kinect took it to the next level, building better dashboards aligned with the implementation and adoption of SLIs and SLOs. These dashboards don't just point to where the issue is: they tell a story about the environment and the customer's journey. Now, dashboards provide centralized, full-stack visualizations of Customer Journey's SLI/SLO performance, and teams can troubleshoot issues faster, prioritize optimization work, and better plan their pipeline.

Outcome: Dramatic Improvements to Employee Productivity and Customer Satisfaction

Kinect is now replicating this process for the highest-priority digital customer journeys across the enterprise. Teams are now alerted daily when any of the critical customer journeys did not meet the SLI/SLO the previous day. One of the indicators for their company's success is now measured through visibility into data on Weekly Enrollments, Cancellations, and Activations across their shared services programs, allowing them to assess the direct business impact of campaigns.

"Kinect has been integral to our team's success throughout our SRE journey. The level of technical knowledge and professionalism is unmatched, and we look forward to having the opportunity to work with Kinect in the future."

SRE Lead