



## Transforming SaaS CX & developer efficiency: How thinkTRIBE helps The Access Group drive customer retention

The Access Group, a leading UK provider of business management software, has partnered with thinkTRIBE for years to ensure its diverse SaaS products excel in customer experience (CX), performance, and reliability.

Nowhere is this more evident than in its Care Division, where SaaS solutions for private care homes directly impact people's lives.



The Access Group utilises thinkTRIBE's unique Digital CX Intelligence Monitoring Service, for true CX visibility, accelerating error resolution, improving efficiency and protecting GRR.

## Challenges

Led by Ovidiu Julean, Director of Products & Engineering, the Care Teams focus on elevating CX and operational efficiency to meet the sector's critical demands for reliability and excellence.

### Managing CX at scale with highly customisable solutions

Difficulty measuring and predicting real-world behaviour requires deeper user experience insights.

### Time-intensive incident resolution reducing efficiency

Drains developer resources, delays issue resolution, impacting customer satisfaction and team efficiency.

### Evaluating CX impact following new releases

While backend improvements could be measured, understanding the impact on end-user experience was challenging, making it difficult to measure how new releases impacted CX.

## Solution

**Monitoring real-world customer interactions 24/7:** Behaving as real users - logging in and performing tasks, ensures continuous, accurate measurement of true CX.

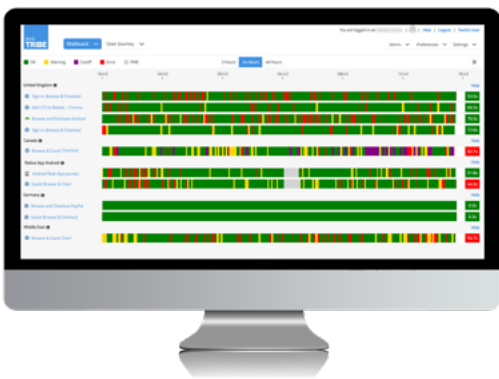
**Managed SaaS solution:** Freeing-up developer resources, journey scripting, code maintenance and proactive support are included.

**Monitoring complex product environments:** Monitoring journeys on each cloned 'multi-tenancy island' quickly highlights outliers and wider infrastructure issues.

**Platform & architecture agnostic capabilities:** Supporting all use cases and architectures, ensures consistency across the organisation.

When thinkTRIBE detects a CX issue, investigations usually begin with infrastructure and database layers, where most problems arise. For other single environment incidents requiring deeper analysis within other layers, tools such as thinkTRIBE's **Video Replay** of errors are invaluable. These streamline the process, enabling issue verification, pinpointing delays, and helping identify root causes.

The **Wallboard's** real-time visual display of journeys in a single view, quickly highlights CX issues. Meanwhile, the **Alerting System** notifies teams directly and integrates seamlessly with incident management platform *PagerDuty* for immediate action.



Wallboard real-time visual display



## Results

### 1. Understanding end user perspective to maximise CX

#### CX begins with thinkTRIBE - The Source of Truth

From the outset thinkTRIBE Monitoring became central to The Access Group's CX strategy. As Ovidiu explains, **"it excels at the top, customer-facing layer,"** where true CX is critical. thinkTRIBE provides the most accurate picture of what customers are experiencing, and the Care Teams rely on it as the **"source of truth"** to validate CX issues and resolve them efficiently.

Ovidiu describes thinkTRIBE's standout benefit: measuring performance from the true customer perspective. It enables evaluation of performance improvements at scale and provides visibility into the impact of changes on CX, before and after releases. This enables the Care Teams to deliver consistent improvements while quickly detecting performance degradation needing investigation. Ovidiu explains:

**"For me, thinkTRIBE is the catch-all and end-all. If it's down for thinkTRIBE, it's down for our customers. It's the final point of validation and closest to what our customers are experiencing because it logs in and checks system behaviour. It's the source of truth, accurately measuring how our systems are performing in the wild, regardless of geography or connection issues."**

**"A major benefit is faster issue resolution times. The quicker we resolve issues, the happier our customers are. My goal is to minimise the time engineering teams spend diagnosing problems so they can focus on resolving them as quickly as possible."**

Ovidiu Julean, Director of Products & Engineering - Care

### 2. Faster error resolution & happier customers

thinkTRIBE rapidly detects incidents and helps accelerate resolution, ensuring a consistently high level of service and avoiding service disruption. This increases customer satisfaction and frees developer time.

**Early warning system:** Detection of journeys exceeding cutoff times—indicators of potential errors— enables slowdowns to be addressed before escalating into errors or downtime.

**Infrastructure problems:** Issues affecting multiple journeys simultaneously, indicate infrastructure problems so the hosting team can be engaged swiftly to address them.

**Customer reported issues:** thinkTRIBE helps the Care Teams quickly assess impact and identify whether problems lie with external factors such as connection issues.

### 3. Improved developer efficiency

thinkTRIBE has significantly eased the Care Teams' workload by streamlining the process of understanding and validating customer issues. Previously, diagnosing problems meant hours collecting logs, correlating metrics, and providing evidence to determine the root cause. Now, with thinkTRIBE's data, the team can quickly verify issues, allowing developers to focus on building new features and enhancing system performance.

### 4. GRR protection

By partnering with thinkTRIBE, The Access Group has successfully transformed its approach to CX and operational efficiency. The results: enhanced CX, accelerated error resolution, greater developer productivity and improved customer satisfaction - directly driving retention and GRR. The Care Division is now better equipped than ever to serve its customers and drive long-term success.

**“We’ve seen massive CX improvements since working with thinkTRIBE. We’ve significantly sped up customer journeys and our performance graphs look a lot greener. It’s all down to the monitoring and the ability it gives us to resolve issues faster. I want to make sure the engineering teams spend as little time working out what the issue is and instead work on resolving it as quickly as possible.”**

**“I would definitely recommend thinkTRIBE. Its unique benefit is helping us understand what the customer is truly experiencing, so we can quickly address problems as they arise and deliver the best CX. The managed service model is a massive value-add, saving us time by handling scripting and code maintenance. I’d rather focus valuable developer time on building new features that move the needle.”**

Ovidiu Julean, Director of Products & Engineering - Care



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