Key-Performance helps KLM preventing website incidents!

The AIR FRANCE KLM Group is a leader in quality, innovation and sustainability. In addition to its three core activities - passenger transport, freight transport and maintenance - the group has many secondary activities that ensure an optimal service delivery.
You can, for example, not only book a trip on the KLM website (www.klm.com), but can also manage flights, book a hotel, rent a car and consult the timetable. KLM has also taken the necessary steps to ensure that the website can work as quickly as possible anywhere in the world.

Marco Appelman, WebMonitoring & WebAnalytics Coordinator at KLM, explains: "*As a customer, you don't want to wait five minutes to book a flight. If the service is not fast enough, customers will book their tickets with other airlines. We want to guarantee that this process will be as fast and error-free as possible, whether the customer is in the Netherlands or in China.*" However, many internal and external factors can make the booking process difficult.

Measuring from the end user perspective matters!

The KLM Business department often identified a discrepancy between what KLM's technical departments delivered and what the customer received: when end users experience problems on the website, the issue is raised to the business department, which reports this to the technical departments. "*The technical departments often cannot find any problems in their domain, and thereby measure 100% availability, while the end user does not obtain the desired result,*" said Marco Appelman."*This means something has gone wrong where the ICT department of KLM has no influence.*" For example, the error could at the customer level, with the browser or with the Internet provider.

To understand how fast this booking process is for real end-users and where to fix in case of a problem, KLM approached Key-Performance, specialized in web performance measuring and improving.
Key-Performance advised a solution from its partner, Keynote/Dynatrace. The Synthetic Monitoring solution uses agents (robots) behaving like a real user: located in various locations all over the world, they visit the KLM website regularly (every 5 or 10 min), browsing pages and going through the booking process.
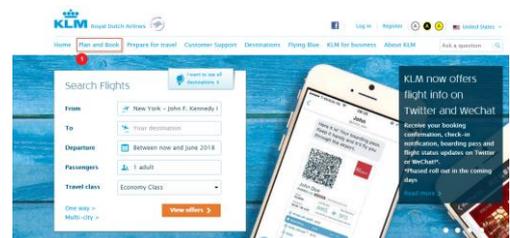
"The agent can approach the reality very closely, and provides more detailed information than other tools"

Key-Performance creates scenarios that are provided by KLM. All the steps taken by an end user on the KLM website are recorded, and are linked to a particular service or department. These scenarios are then played out by a Keynote/Dynatrace agent. Marco Appelman: *"The Keynote agent virtually runs through all the steps taken by an end user without actually booking a flight. The great advantage of this is that, like no other, Keynote/Dynatrace knows how to combine technology with the human aspect. The agent can approach the reality very closely, and provides more detailed information than other tools. Because all kinds of things that we are unaware of happen in parallel and in the background throughout the whole process. The Keynote/Dynatrace agent can monitor all of these at once, and can measure them with the latest web technologies. Keynote/Dynatrace also offers the perfect combination of technology and humanity."*

Alerting and reporting to react as soon as performance problems occur

Keynote/ Dynatrace reports information on how speed is experienced and on every single incident or error occurring, both internally or externally.
Marco Appelman explains: *"We cannot guarantee that a page of the KLM website will be loaded within five seconds all over the world, but we can use the data as a reference and indicate trends, so we can adapt the service where needed."*

Depending on the type of error, the different departments are alerted by email or text message. *"If there appears to be something wrong with the payment, the payment service will be notified immediately. The error messages are a kind of guideline that indicates exactly where to find the cause. The exact problem can then often be identified. Thanks to the solution proposed by Key-Performance, however, we obtain so much detailed information that we can quickly see where we need to look further,"* says Marco Appelman.

Even if the error occurs outside KLM, the airline can take the necessary steps to quickly find a solution. For example, the system may give an error message indicating that there is a problem with the hotel website, as a result of which the KLM page cannot be fully loaded. In this case, most of monitoring solutions would indicate the fact that the KLM page could not be loaded as a fault, but would not indicate that this is because the hotel website is down.

After seven years of working together, Key Performance continues to work itself deeper into our specific situation, and understands well how things stand. Its advice is always honest and neutral. Furthermore, they always bear in mind
how we can arrive at the best solution. It has always been a very pleasant collaboration."

Marco Appelman, Web Monitoring & Web Analytics Coordinator at KLM

A striking and clearly visible benefit

The great strength of Keynote/Dynatrace lies in the scope of what the solution can measure. Unlike other tools that can only indicate that something may or may not have gone wrong, Keynote/Dynatrace can collect and report very detailed information, and can measure using the latest web techniques.

KLM can thereby solve many more incidents much faster. Marco Appelman: *"The more we know, the faster we can take action and the shorter the resolution time becomes. In this way, we can also limit the damage and reduce the costs."*

Keynote/Dynatrace also runs completely outside the organization, which means that KLM did not have to invest in additional hardware or software.

By outsourcing the scripts of the scenarios to Key-Performance and be accompanied in the usage of the solution, KLM's ICT department can also focus more on their core business.