

Avanza Ensures Superior Customer Experience, Website Availability



Executive summary

Avanza is the leading online bank in Sweden, providing a flexible way for consumers to manage their money and investments. Distinguished from its competitors by its relentless focus on customer service, the company leads the Swedish market in terms of stock market transaction volume. Avanza was struggling to monitor the distributed in-memory data grid solution it had deployed to improve website flexibility. Since deploying Splunk Enterprise, the bank has seen benefits including:

- Improved website availability
- Sophisticated customer support
- Faster integration of new products

Why Splunk

As Avanza only interacts with customers online, it places a high priority on ensuring that customers have easy and readily available access to its services. This means it has to offer an optimized service across all channels including Android and Apple apps. To support this experience, the company decided to move to an in-memory compute platform provided by GigaSpaces, ensuring that there was greater flexibility over future growth. While benefiting the overall business, it presented numerous challenges with the new distributed architecture containing no database to query. This process could have impacted customer experience and taken up lots of the support team's time, so Avanza required a solution that could provide visibility into the machine data being generated across the infrastructure.

Ensuring website availability

Troubleshooting across the new Avanza infrastructure had the potential to be time-consuming due to its distributed nature. With Splunk Enterprise, the time taken to find, identify and address any errors that emerge is far quicker than the alternative manual process.

Industry

- Financial services

Splunk Use Cases

- IT operations
- Application management
- Business analytics

Challenges

- Difficulty troubleshooting errors in live software
- Improving customer support

Business Impact

- More responsive customer service
- Improved online services
- Key competitive differentiator
- Increased availability

Data Sources

- Unix server logs
- Infrastructure system logs
- HTTP logs
- Web server logs
- GigaSpace logs
- MongoDB health-check and connectivity

Splunk Products

- Splunk Enterprise

This reduces downtime significantly as the IT operations team can isolate an affected service and determine what action needs to be done to resolve it without jeopardizing the functionality of the rest of the website. With around 100,000 trades taking place on the Swedish Stock Exchange on a daily basis, this capability is crucial to ensuring that all services are optimized.

Delivering an enhanced customer experience

While Avanza offers an entirely online service to its customers, there is a telephone support system in place. By giving the entire support structure access to the Splunk platform, Avanza has empowered the team to have full operational visibility into any potential user issues. Whenever a customer has an issue, the entire process can be traced through every stage to identify the nature and location of the error, even if the customer hasn't been able to describe the problem correctly. This serves to speed up the resolution process and has helped ensure that Avanza has repeatedly been voted the bank with the most satisfied customers in the yearly poll conducted by Swedish Quality Index.

“With Splunk Enterprise in place ensuring that we spot and address faults before they impact our service, we are able to continuously improve the product experience we deliver to customers. Fundamentally, we wouldn't be able to deliver the same level of customer service without Splunk.”

Peter Almqvist

Head of IT Operations, Avanza

Accelerated product development

The DevOps team within Avanza uses Splunk Enterprise extensively when new products and features are developed for online services. With ensuring service availability a top priority, the DevOps team at Avanza is able to assess the impact that new updates might have on the rest of the website. In addition, Splunk software provides insight into how customers are using new tools or products. This means resources can be invested in areas that show potential for growth and withdrawn from areas that don't receive significant customer interest.

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