The quick and the dead: The battle for the best digital experiences

A data-driven ROI report on Raygun
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The Situation

We shop, socialize, work and play online. For software providers, it’s the best of times and the worst of times - it’s now a multi-trillion dollar market, but you’re contending with unprecedented competition and a user who's accustomed to instant gratification and world-class functionality.

You can’t afford to provide sub-par experiences, but there’s a backlog of bug fixes, half-built features, and the constant pressure to ship code faster.

You need to equip your engineering team to efficiently release code your customers care about.

Raygun gives you full visibility into the health of your software through our suite of tools, monitoring and reporting on issues before they can disrupt or impact your users, and freeing up your engineers to do meaningful work that keeps customers coming back for more.

This report aggregates real customer data to pinpoint exactly what businesses gain from an investment in Raygun. We've crunched the numbers on how Raygun helps you get more from your team, give more to your customers and do more than your competitors.

58% of executives interviewed by the Harvard Business Review named CX improvement as a top-five business priority, outranking any other option. Yet only 17% rated themselves as CX leaders.

1 emarketer.com
2 Harvard Business Review May 2020 - Making Customer Experience the Heart of the Enterprise
The Challenge

Rising End-User Expectations

Everyone and everything is online. Presence isn’t enough anymore - it’s all about performance. Your users are comparing you to the biggest companies in the world, and every solution is expected to be intuitive and instant.

It’s now widely acknowledged that the global pandemic has accelerated the e-commerce sector by 10 years. While the market expands rapidly, businesses also face mounting expectations about the form and function of their software. The “always-on” customer has no patience for glitches or bugs. Research demonstrates that the decision to stop using a software solution is closely connected to the presence of issues¹, and that 47% of customers say they will stop buying from a company if they have a subpar experience².

Any lag, no matter how small, can negatively impact conversions. According to research from Shopify, 64% of smartphone users expect a website to load in 4 seconds or less, while 47% of online shoppers expect web pages to load in 2 seconds or less³.

You need to proactively address issues before they create disruptions, so that your user will stick around and focus on what’s awesome about your product.

¹ ‘On the Relationship between User Churn and Software Issue’s’ - danielcalencar.github.io
² ‘40 Customer Service Statistics To Move Your Business Forward’ - salesforce.com
³ ‘The Ultimate Guide to Site Speed’ - enterprise.plus.shopify.com
Shortage of Development Capacity

Feature requests are pouring in and bug fixes are piling up. You want to deliver cool stuff regularly to keep customers excited - but your dev team can only do so much.

Substantial time and effort which could be spent on materially improving your product is instead occupied by finding and fixing errors. Based on a 40 hour work week, the average software developer spends 32 hours each month fixing errors and replicating issues. Using the average wage of US$95,841, this equates to US$1472 worth of development time per month spent on reactive work.

Developers report bug chasing and fixing to be demoralizing tasks that “hurt their job performance, morale and even their overall quality of life”, leading to “frustration, burnout, resentment and even wanting to quit their jobs” ². 52% of developers surveyed said they would rather use the time spent on bug fixing to build new features and functionality, and 42% said bug fixing keeps them from just “doing their job” ².

Retaining engineers is becoming increasingly vital as the job market tightens, with “61% of HR professionals reporting that finding qualified developers would present their biggest recruitment challenge of 2021”. The business cost to hire a developer is over $50,000 ³. It’s in your best interests to hang on to your existing team, especially as they become an increasingly sought-after workforce.

The more time they’re spending on a task that generates “frustration, burnout and resentment”, the less likely they are to stick around as engaged and motivated employees. Developers need the best tools at their fingertips, so they can handle mundane tasks fast, get answers easily, and produce real, rewarding results.

² ‘Developers are facing burnout after spending too long hunting bugs in code’ - techrepublic.com
³ ‘True cost of recruiting a developer’ - devskiller.com
Escalating Speed to Market

Surging digital economic activity brings new challenges. Users can access a global marketplace - they’re spoilt for choice, and it’s adapt or fall behind. The competition is hot on your heels, so innovating and building is a must, while also upholding an uncompromising standard of experience.

At the same time, your users don’t tell you when something goes wrong - in fact, only 1% of users will report errors⁴. You can’t afford blind spots, lacklustre app reviews or reputational damage, especially given that 53% of users will abandon an app that produces crashes, freezes or errors³.

Google analysis of one-star reviews in the Play Store found that “over 40% mentioned app stability as an issue.”². In a crowded market, you need customers to be your strongest advocates, not your loudest critics.

But even if you’re staying on top of errors and crashes as they surface, your development team is so busy putting out fires, they don’t have the time to innovate or expand your offering. Chasing bugs slows you down and keeps you from seeing the bigger picture.

1. ‘It Costs $50k to Hire a Software Engineer’ - cgroom.medium.com
2. ‘How to fix app quality issues with Android vitals’ - medium.com
3. ‘Failing to meet mobile app user expectations’ - techbeacon.com
4. ‘Why Don’t Users Report Software Errors and Crashes?’ - raygun.com/blog
The Solutions

Raygun arms you to overcome these challenges through Improved End-User Experience, Increased Team Efficiency and Outpacing the Competition.

Improved End-User Experience

With Raygun error monitoring, errors are flagged in real-time, diagnosed and addressed before your user has even noticed them.

One Raygun user recalls shipping a new release and getting an error alert just four minutes after they made the deployment. “Raygun let us know there was something wrong with our SMS system. With Raygun in place, we were able to respond to it incredibly quickly. Every second counts—it would have had a much bigger impact if it was allowed to linger in the system.”

Instead of the frustration of delays and disruptions, customers experience your product as intended, boosting happiness and retention.

Raygun also provides clarity on the exact magnitude of impact on users, so that you can prioritize the issues that matter and direct dev time to efficiently maximise customer experience. Raygun customers report they’ve reduced total errors and issues by 90%.

Raygun’s Real User Monitoring helps you pinpoint poorly performing areas of your website or application and address the specific issues impeding performance, so you can make targeted improvements in load times. Even a 1-second gain in speed can mean a 7% increase in conversions ¹.

“Since we started using Raygun, our customer satisfaction and preventing customer loss due to errors has dramatically improved. Errors used to get lost unless a customer reported them. Our churn due to technical issues has effectively dropped to zero.”

90%

Customers interviewed report they’ve reduced total errors by 90%.

¹ The Ultimate Guide to Site Speed - enterprise.plus.shopify.com
Increase Team Efficiency

With Raygun to find and diagnose errors, your development team avoids the dull and demoralizing work of digging through log files and can focus on proactively improving and expanding your product.

Plus, your business saves precious developer hours looking for errors and performance issues. Spending time on rewarding tasks and using tools that they love = thriving, driven teams who stay with you longer. The highest performing engineers are 1.5x more likely to have high performing, easy to use tools¹.

Outpace the Competition

The pace of the market dictates that we all need to deploy more often and ship more features. Continuous delivery gives customers a sense of momentum and value, and a reason to talk about you. Frequent releases are proven to drive increased software stability and user feedback².

With Raygun, you have the capacity and the confidence to steadily ship code, knowing that errors won’t lay dormant in every release, doing unseen damage.

Raygun gives you the ultimate overview of the health of your software, so you understand exactly what’s happening and can respond strategically. This means you can triage your responses, addressing the most urgent, widespread or intrusive errors first.

Raygun customers also say they have the power to resolve issues for end users without them ever having to submit a ticket, you’re setting yourself apart and building powerful brand loyalty.

“We’ve been able to reduce noise by 90%, and the warnings and exceptions that didn’t provide any value have now been filtered out and resolved. We know the ones that we do see are actually affecting our customers, and when we fix them, they provide real value. It’s a huge relief to the team to be able to focus on things that actually matter.”

50%
Customers interviewed reported at least a 50% reduction in time to identify and resolve errors, with some in the 90-95% range.

10x
Customers report a 10x increase of deployment frequency using Raygun.

¹ ‘Accelerate State-of-devops-2019’
² ‘The impact of rapid release cycles on the integration delay of fixed issues’ - dl.acm.org
The Outcome

ROI in Action

Based on the key benefits outlined by our customers, here’s how your investment in Raygun will pay off.

We applied the cost-saving and revenue-boosting effects of Raygun to a typical customer in the e-commerce sector, employing 50 engineers and 20 support staff with annual revenue of $50M.

Based on these parameters, this organisation will return monthly savings of approximately $164,000, through combined increases in efficiency, employee tenure, product performance and customer experience.

### Savings Per Month

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Savings Per Month</th>
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<tbody>
<tr>
<td>Increased Performance</td>
<td>$70,000</td>
</tr>
<tr>
<td>Reduced Errors</td>
<td>$60,000</td>
</tr>
<tr>
<td>Engineering Efficiency</td>
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</tr>
<tr>
<td>Support Efficiency</td>
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<tr>
<td>Employee Retention</td>
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### Payback period table

<table>
<thead>
<tr>
<th>Type</th>
<th>Payback Period</th>
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<tbody>
<tr>
<td>ROI (breakeven)</td>
<td>16-24 weeks</td>
</tr>
<tr>
<td>ROI at 12 months</td>
<td>300%</td>
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</tbody>
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The first measurable outcomes of increased performance and error reduction are visible immediately, while the long-term payoff of incremental improvements (i.e. identifying and addressing your slowest loading pages and assets) is slower, but has a profound impact on the performance of your product and ultimately your business.
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Raygun's value will compound over time, particularly for cumulative benefits and secondary impacts such as conversion rates and employee retention. This forecast also factors in the cost of implementation and training during the initial period, which is most heavily weighted in the first 3 months. The costs of implementing and establishing Raygun operationally will delay the "break-even" point, with increasing returns achieved in the 6-12 month bracket as Raygun is fully integrated into workflows and productivity potentials are realised. As monthly benefits track upwards towards the best-practise value of $164,000, positive ROI will be achieved between 16-24 weeks.

Contact Raygun for guidance on using our ROI calculator to determine how quickly you can boost your bottom line.