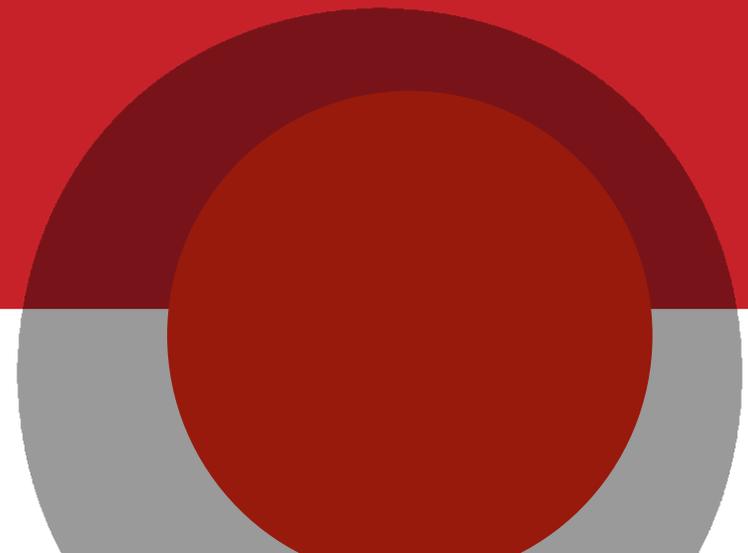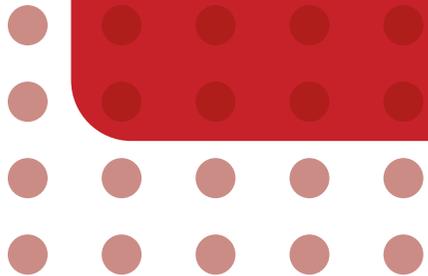# How Aditya Birla Health saw a 30% Reduction in App Crashes and Simplified User Journeys

ADITYA BIRLA CAPITAL

Introduction

Aditya Birla Health is an insurance company that functions intending to motivate its patrons to move towards a healthier lifestyle. The renowned insurance company is a collaboration between Aditya Birla Capital Ltd., which holds a 51% stake, and South Africa-based MMI Holdings that owns the remaining 49% stake. The company boasts of novel healthcare insurance solutions and supports them with a healthcare ecosystem.

The health insurance company aims to make the journey of its customers more engaging. They plan to be more involved in their customer's health by inspiring them to work on improving it. They are committed to helping their patrons be the healthiest versions of themselves. They have built an app Activ Health that is a complete digital health ecosystem for personalized health management of their customers.

Activ Health app is available on both Android and iOS stores. They use Google Analytics and Firebase Crashlytics also for app analytics.

Problem

The Product Management and Design team found it challenging to review how users were using the app. In case of problems, users often raised support tickets, but the app support team had to ask them questions in return to know the issues in detail. The customer support teams often requested the customers to share screenshots of the problem, which worsened the users' overall experience. The time-consuming diagnosis of the issues by the app development team led to lengthy resolution time and prolonged consequent debugging.

The Activ Health Team wanted a solution that could help them achieve the following:

⚠ Some visual context of user interactions with different app features

⚠ User session replay complemented with stack trace for engineers to figure out the glitches in functionality.

Solutions

Activ Health technology team leveraged UserExperior to mitigate these challenges. UserExperior was able to resolve all the development and UX related issues and brought forth desirable changes in the following ways

Better Technical Support

The engineering team can now see session replay complemented with the stack trace to figure out the exact technical issue, reproduce it, and fix bugs in the next version. They can easily see and understand if the problem is from the user end, in their app, or due to one of the multiple APIs they are connected with.

Review of App Usage with Heatmaps

Heatmaps help the Product Management and Design team understand how users use the app, which features they like the most and even some non-clickable elements.

Support Resolution with Session Replays

Using User Experior allowed customer support teams to omit the need to ask repetitive questions and demand screenshots from users. The support team was now able to easily understand usage issues and the context of the problem by looking at session replays. This streamlined the support resolution.

Experience Improvements

The team at Activ Health is always on the lookout for ways to optimize their app for the best user experience and better health management for their users. They actively use UserExperior's heatmaps for their app also. Some changes they could bring about were

Usability Improvements in App Design

Heatmaps have helped the team better understand how users interact with the app's 50+ features, and which are the most frequently used features. Using Heat Maps, the product and design team could figure out user frustration with some buttons inside the app by looking into the 'Rage taps' feature of UserExperior. They also solved the usability problem by increasing button sizes.

Simplified User Journeys

The app development team also fixed broken navigation using page-level heatmaps and screen analysis. The user was not able to go back smoothly, which they figured out using the heatmaps.

ADITYA BIRLA CAPITAL

Insights from UserExperior drove a 30% reduction in our app crashes. Our customer behavior data lives in UE for our android app so we can quickly identify and take action or any roadblocks across our UI/UX . It also helps our customer support team to debug issues in real-time. All this adds up to a very comprehensive analytics system that we can use daily. I am happy to see continued improvements and new features in UE.

Deeksha Anand
Aditya Birla Health Insurance
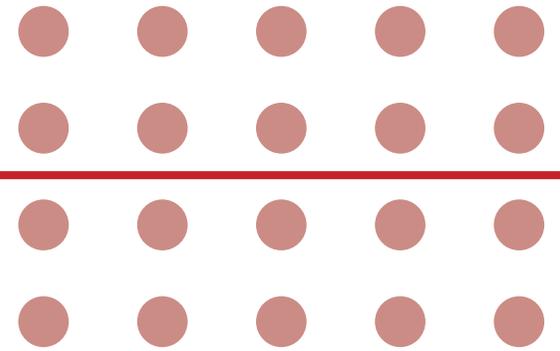
UserExperior

UserExperior is founded in 2016 with a vision to help mobile first business deliver the best possible user experience to their customers. UserExperior is used by UI/UX designers, Product Managers, Mobile App Developers to understand user experience issues experienced by their customers. UserExperior records every interaction on your app, enabling you to identify, analyze and fix user experience issues.

Visit us at www.userexperior.com

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