

CASE STUDY



Tribe develops advanced multi-site monitoring service for Cineworld's major website upgrade

TRIBE



Cineworld, one of the UK's most popular cinema chains, called on Tribe to create a new Multisystem Intelligent Monitoring service to ensure its upgraded eCommerce website containing 80 cinema locations delivers the best possible booking service to customers. The success of the new site has propelled Cineworld to the position of the 25th most visited e-retail website in the UK.*

Challenge

Cineworld undertook a major redesign of its eCommerce website to incorporate the online ticket sales for the 80 cinemas under its Cineworld Cinemas brand, of which 77 are multiplex cinemas with five screens or more. Alongside the redesign, there was also a major IT transformation project replacing all of Cineworld's back office systems, which the new website needed to integrate with.

Andrew Regan, Head of ECommerce, headed the redesign project and is responsible for driving sales via Cineworld's website, and for all bookings via phone and mobile.

"The new site is connected to all the cinemas in real-time and integrates with other third party systems, which are outside of our control. Rather than monitoring each of these systems separately, we needed to monitor the website from a customer's perspective without it being too expensive or a nightmare to administer."

Regan adds, ***"Having worked with Tribe before whilst I was at Transport for London, I was keen to use their User Journey monitoring service so that we could see exactly how customers were experiencing our services. We asked Tribe to suggest a new way to address our needs."***

Solution

To monitor all Cineworld's cinemas, Tribe developed a new multi-site service with added intelligence. Rather than monitoring all 80 locations with identical user journeys, Tribe created a highly cost effective and time saving service that still delivered complete peace of mind.

The new MultiSystem Intelligent Monitoring service uses a more advanced two-level hierarchy of core and investigating user journeys to identify a failing system and provide fast alerts.

The User Journeys test the cinemas in a roundrobin fashion. When an error is detected the service determines whether it's at a specific cinema location. An additional 'Investigating Journey' is then triggered to investigate the error further, whilst the 'Core Journey' continues testing each cinema location in turn.



80

Cineworld sites

The Cineworld eCommerce and IT teams now have Tribe live data for all 80 sites clearly displayed on wallboards throughout the day

If the 'Investigating Journey' confirms an error, an Alert is sent by SMS or Email to the support teams. The Journey continues to monitor the location until it is resolved, at which point a Recovery Alert is sent out.

The Cineworld eCommerce and IT teams now have Tribe live data for all 80 sites clearly displayed on wallboards throughout the day. The tiled display makes it easy to quickly identify those Cinemas with "warnings" shown in yellow and cinemas with errors in red.

"Now when we launch any new element on the site, we are monitoring its immediate impact on the customer. With Tribe User Journey monitoring, we can see instantly if there are any problems and ensure the site remains as easy to use as before," explains Regan.

Results

Under Regan's guidance, Cineworld's online and mobile sales have nearly tripled during 2012 and the first part of 2013.

Overall customer traffic has also increased significantly.

"The integration project went really well. For such a big project it was one of the smoothest I've ever undertaken in terms of the technology and Tribe new service was an integral part of its success. The new website has delivered significant gains with major improvements in both conversion rates and visits." confirms Regan.

"Tribe has played a key part in helping to inform and guide our development. I really value Tribe collaborative style and appreciate their proactive support. They contact me if there are any issues and then help to resolve them. In fact, it's all been very smooth sailing."

Concluding, Regan says, ***"At Cineworld, we work in an agile manner where we aim to support changes, be flexible and respond quickly to new opportunities. The team at Tribe has been equally as flexible and collaborative in line with our agile working methods. This has made the relationship firstly possible and also successful. If we'd signed a technical specification and a technology plan at the beginning and then had to administer bureaucratic changes in the process, it just wouldn't have worked."***

Following its success with Cineworld, Tribe is now able to offer MultiSystem Intelligent Monitoring to all customers.



If you would like to schedule a free consultation regarding your website performance concerns, learn more about our performance testing services or arrange a free trial then please contact us.

About Tribe

Measuring realistic user experience for peak digital performance

Tribe cloud-based website performance monitoring and load testing services provide unparalleled insight into your customers' digital experience by behaving exactly as end users would. A unique combination of realism – delivered by an intelligent test engine, and expert human insight provides the most accurate, actionable data enabling you to take control of today's performance challenges.

For over ten years, Tribe has helped leading UK brands such as Transport for London, Cineworld, Dixons Carphone, Channel 4 and Debenhams optimise user experience and deliver peak performance.

To discover more about our services or to schedule a FREE consultation or software trial please get in touch;

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WEBSITE
MONITORING



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LOAD
TESTING



PERFORMANCE
OPTIMISATION

SOME OF OUR CLIENTS:

EPSON

☆cineworld

sse

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NEILSON

TRIBE