

SV-Real Browser

Share your customers' real experience 24x7.

For organisations concerned with what the customer does, feels and experiences SV-Real Browser delivers true user focused monitoring and reporting. Using a middle performance band browser it enables marketing, brand, usability and eCommerce teams to experience what real users do when they interact with your site and applications.

SV-Real Browser delivers the crucial insights and information needed by your technical and marketing teams about your customers' real online experience.

Customer experience has become one of the most important differentiators between otherwise similar products and services. Keep your users happy and protect your revenue and brand by identifying and correcting problems before the users experience them.

Website availability monitoring provides essential strategic information needed by every business with an online presence. It enables all teams to understand the impact of site performance on the bottom line.

It is necessary to experience the site as a customer to understand the site as a customer.



46% of adults reported they would abandon a transaction after experiencing a problem on a web site

24x7 Automated Mystery Shopping

Dynamic User Journey Monitoring with SV Real Browser is the natural evolution of Mystery Shopping. It happens 24/7, and provides user experience insight as if you were sitting on the shoulders, standing in the trolley or, with the session replay function, viewing the actual screen of the customer.

The possibility of losing business due to poor technical performance is a real concern for organisations whose website is an integral part of the business. The only way to protect your online revenue and ensure a consistent, positive end user experience is to monitor your website more deeply from the customer's perspective.

Providing a trouble-free experience throughout the various multi-page, multi-function routes a user follows through a site or application enables market leaders to retain their customers and their competitive edge.

To understand customers' behaviour, reactions and attitudes you have to share their experiences. Measurement to the level of individual components makes for quick and painless troubleshooting, protecting users, brand and your bottom line.

The SV-Monitor Suite provides you not only with technical and operational information, but shows the impact of site performance on opportunity cost, the value of lost sales, the potential of lost leads, perception of customer service, user experience and brand management across all media.

Maintenance and downtime can be appropriately scheduled for minimal user impact and a highly configurable alerting system ensures the right people are notified of any issues at the right time.

A Single Point of Truth

The kind of time-dependent performance information available from SV Monitor Products is also extremely valuable for decision making around activities such as ad trafficking, context sensitive marketing offers, IT investment discussions, and prioritisation of support, developer and customer services time.

With a common language and a single point of truth meetings become quicker, discussions more productive, and decisions based on evidence. When an issue arises, a common, intuitive user interface allows immediate examination of the root cause of the problem.

Cross departmental collaboration is enabled as IT, Operations, Sales and Marketing are provided with all relevant information needed to solve problems, make key strategic decisions and improve performance.



The SV-Monitor Suite

Many organisations find that a mix of monitoring systems works best, depending on the purpose of the site or application being measured.

SVM Monitor

For Ops teams - teams focused on the technology and the servers and networks. Server effects /slow downs are more clearly visible

SVM Monitor Real Browser

For Marketing, UX, brand and web design teams who work with AJAX and javascript and want to know the effect it has for real users. Software release effects are more clearly visible.

All Monitor Products

Use a single, intuitive performance monitor portal accessible anywhere via the cloud.

Allow easy navigation, and live in-depth drill down as well as summaries and overviews.

Are built on SciVisum's unique approach to dynamic monitoring; including multi-page routes, that can 'Do What The Customer Does' for all aspects of site functionality.

All Of The People, All Of The Time

The importance of any customer experience monitoring is that it provides information that is accessible and actionable across the various teams within an eCommerce enabled organisation.

SV Monitor

Operations teams, Development Teams and Service Delivery managers all have a huge interest in what is happening on the servers.

In order to support front end customer experience it's vital that technical teams can discover the technical root causes of issues flagged up by users, partners or other areas of the business.

While detailed reporting is needed for rapid troubleshooting, browser rendering is not required as script execution time in the browser does not depend on load on the web servers.

SV Monitor is the best match when reporting is needed on delivery times controlled purely by servers, the data is focused, and more subtle server slow downs and problems can be spotted that can be disguised or diluted by measures of rendering time.

SV Real Browser

Marketing and brand teams invest large amounts of time and money in bringing users to the site through SEO, SEM, advertising, events, social media activities and PR campaigns and want to provide a great user experience when they arrive. If visitors are unable to interact with the site as intended problems need to be identified and rectified as soon as possible.

Web developers, designers and content producers are focused on the creation of a rich customer experience. Errors in coding can cause sharp increases in processing and rendering times for the browser at home - exactly the opposite of what was intended. Knowing what real users experience removes the danger of lost sales and the risk of brand damage.

Joined Up Thinking

The SV Monitor Suite meets the needs of :

Operations and Service Delivery Managers - who care about customer experience impact due to how their servers are performing.

Marketing, UX and Brand Managers and Web Design Engineers - who care about customer experience impact through slower delivery of content.

SV-Monitor and SV Real Browser have been designed with different user needs in mind, but both are delivered through the intuitive Customer Portal, and enjoy the one-on-one managed service support that all clients value so highly.

To help support all teams, and provide a “single point of truth”, all products in the SV Monitor Suite are designed to ensure that everyone can understand and be proficient in using the wide ranging metrics to deliver ongoing improvements.

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If you would like to schedule a free consultation regarding your website performance concerns, learn more about User Journeys or arrange a free service trial please contact us on: **+44 (0) 1227 768276**



Application Synchronicity

powered by

Central to SciVisum's testing ethos is Application Synchronicity; the unique application of Dynamic User Journeys to every testing specification. Web users do not interact with your website by accessing a single page, a single server or an isolated function, but by fluidly travelling through the site from page to page – function to function. It is therefore important to understand how an end user experiences your unique combination of code and applications as they complete their journey. SciVisum's advanced testing approach 'Application Synchronicity' provides user-centric real-life metrics delivering invaluable insights into your entire website delivery on which you can base budget allocations effectively to maximise impact, protect brand image and deliver consistent positive end user experiences.

About SciVisum

SciVisum provides technical teams a uniquely in-depth analysis of how their code and systems are performing, and allows the Business and Marketing managers to take control of the ongoing Customer Experience on the portals. SciVisum's success is the result of the combination of its in-house developed test engine, which provides flexible and fast scripting for complex multi-page User Journey web site testing, together with the experience of

expert web testing staff.

The result is a portfolio of web effectiveness test services, centred around Dynamic User Journeys. This approach helps clients focus on reducing lost sales online, by continual improvement of evidence based User Experience metrics.

Many companies have previously bought testing from other suppliers, and appreciate the fact

that SciVisum's unique approach to emulate realistic, random-walk and complex Dynamic User Journeys provides unique depth of testing, at costs and time scales to suit today's tighter project demands.

SciVisum does not build or host web systems, and is thus able to offer fully independent test and audit services and consultancy.