

Pet Circle Improved Site Performance and Payment Failures with OverOps

OverOps helped reduce detection of online payment failures from months to days

Pet Circle is Australia's largest pet retailer with over 500,000 customers, offering over 5,000 products online. It was ranked #1 online pet retailer in Australia in 2015 and 2018.

The Challenge

Pet Circle is an online retailer servicing 500,000 customers, so a seamless customer experience is critical to the company's success. For Pet Circle, the most important online metrics are fast page load times and low shopping cart abandonment rate due to payment failure, which translate to immediate lost revenue to the company as 100% of their business is online.

Key challenges for Pet Circle included the following:

- Intermittent payment failures were occurring for customers using PayPal.
- Website page load times were slow, averaging 5 seconds.
- Investigations tended to occur sometime after a significant issue had occurred, without the data that developers needed to confidently detect and resolve the issues.

"We tried for months to replicate these failures in Dev/QA environments with little success". James Edwards, COO

Highlights

- Slow page load times resulted in high website bounce rates.
- Payment failures were occurring for customers using PayPal, resulted in lost revenue.

Results

- Improved website page load time from 5 to 3 seconds
- Errors contributing to site slowdowns were identified and resolved before site speed was impacted
- Payment failures were detected and resolved quickly

Benefits

- Resolved payment failures
- Fewer site abandons due to slow page load times
- Ensure high level of customer service and satisfaction

Ecosystem and key integrations:



Pet Circle reduced detection of online payment failures from months to days using OverOps

The Solution

In its first week, OverOps detected and helped our development team resolve payment failures which had existed in our production environment for months.

OverOps is a complete and reliable solution, allowing developers to understand the root cause (stack-trace, source code, and variable values) quickly and accurately.

“Using OverOps, we were able to improve website performance and reduce page load times from 5 seconds to under 3 seconds.

Additionally, OverOps is pleasant and easy to use. This means that developers actually want to use it, unlike their log management software. So there is a higher rate of adoption among the development teams.

OverOps reduces the maintenance to development time ratio so developers can focus on making user experience more enjoyable instead of troubleshooting errors.”

How are you integrating OverOps within your workflow?

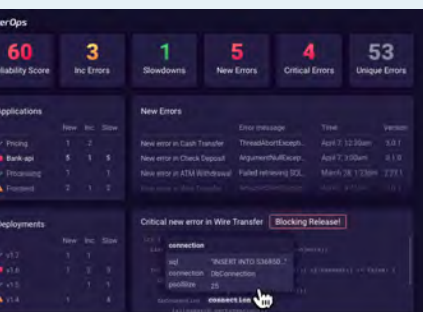
IT administrators use OverOps for monitoring and collating issues. Developers use OverOps for resolving problems in our production code base.



“In its first week, OverOps detected and helped our team resolve payment failures which had existed in our production environment for months.”



James Edwards,
COO, Pet Circle



OverOps is a continuous reliability solution that enables companies to ensure rapid code changes do not impact the customer experience. Using OverOps, teams can quickly identify, prevent and resolve critical software issues. Unlike static code, log analyzers and APMs that rely on foresight, OverOps analyzes your code at runtime to deliver deep insights into when, where and why code breaks.

