

How Qualtrics Reduced Incident Discovery to Under Five Minutes



INDUSTRY

SaaS

PRODUCTS

Synthetic Monitoring

SOLUTIONS

- + Synthetic monitoring
- + Global location-based testing
- + Custom dashboards
- + Custom alerts

SUCCESS BY METRICS

- + 95% reduction in mean time to repair (MTTR)
- + Reduced incident discovery to under five minutes
- + Improved global application performance
- + Lower latency across key regions

KEY OUTCOMES



Earlier detection of customer-impacting issues



Improved visibility into global end-user experiences



Faster incident response



More consistent service delivery worldwide

Qualtrics: Delivering Reliable Digital Experiences Through Global Internet Observability

Qualtrics helps organizations manage customer, employee, product, and brand experiences through a single experience management platform. Thousands of organizations, including more than 75% of the Fortune 100 and 99% of the top U.S. business schools, rely on Qualtrics to deliver mission-critical digital experiences worldwide.



What keeps me up at night is the more intricate services we offer. We need to know if they're performing well and available."

David Gonzalez, *Director of Technical Operations, Qualtrics*

Supporting customers at that scale requires reliable infrastructure across multiple regions, data centers, cloud environments, and third-party providers. As Qualtrics continued to grow globally, maintaining visibility into customer experience and identifying issues before they affected users became increasingly important.

CHALLENGE: SLOW INCIDENT DETECTION EXTENDED RECOVERY TIMES

As Qualtrics' global infrastructure grew, identifying the source of performance issues became increasingly complex. With applications and services distributed across multiple regions, data centers, and third-party providers, understanding the customer experience during an incident often required engineers to piece together information from several monitoring sources.

Before implementing LogicMonitor's Catchpoint, incident discovery could take anywhere from 10 minutes to two hours, delaying response efforts and extending mean time to repair (MTTR). The longer it took to verify an issue, the longer customers could be affected.

To restore services quickly and maintain service-level agreements (SLAs), engineers needed to:

- Understand how customers were experiencing applications, particularly in remote locations with limited infrastructure visibility
- Identify where performance degradation originated across multiple code bases, cloud environments, and third-party services
- Verify and resolve issues before they impacted customer experience and SLA commitments



When we brought Catchpoint on in 2012, our time to discovery ranged all over the place from 10 minutes to two hours. Catchpoint gave us the ability to drop that time to discovery down to less than five minutes."

David Gonzalez, *Director of Technical Operations, Qualtrics*

Why Qualtrics Chose Catchpoint

Qualtrics needed an observability solution that could replicate real customer experiences worldwide, detect issues quickly, and provide the right teams with actionable information as soon as problems arose.

The team identified several key requirements:

1. Replicate customer experiences from locations around the world
2. Deliver customizable alerting so the appropriate subject matter experts were notified immediately
3. Help engineering teams identify and resolve issues faster, regardless of location

After evaluating multiple solutions, Qualtrics selected Catchpoint because it provided:

- Global monitoring nodes that simulate customer experiences across both major metropolitan areas and remote regions
- Granular filtering by provider, region, and city for more targeted troubleshooting
- 95th percentile performance reporting that helps identify edge-case performance issues before they become widespread
- Filmstrips and screenshots that show exactly when an application becomes unusable from the customer's perspective

"I was really impressed with how Catchpoint would have eight to 10 providers in locations we considered remote," said Landon Orr, network engineer at Qualtrics. "My favorite part of the Catchpoint solution is the automated alerts that we have set up."

RESULTS: FASTER INCIDENT DETECTION AND RESOLUTION

After implementing Catchpoint, Qualtrics significantly improved both incident detection and response. By monitoring customer experiences across locations worldwide, the operations team gained earlier visibility into performance issues and reduced the time required to validate and investigate incidents.

Key outcomes included:

- 95% reduction in mean time to repair (MTTR), helping improve SLA performance
- Incident discovery in under five minutes, minimizing customer impact
- Lower latency across key regions, improving the digital experience for users worldwide

"We created Catchpoint tests and used the nodes in every major city across the world to get a good understanding of what our customer experience was," said Gonzalez. "That allowed us to drive latency down and performance up across every major region."

Scaling Incident Response With Greater Confidence

Today, Catchpoint plays a central role in Qualtrics' incident management process. Rather than relying solely on internal telemetry, engineering teams begin by validating whether customers are actually experiencing an issue, allowing them to prioritize investigations and respond more effectively.

The team also reviews MTTR each month to identify opportunities for continuous improvement, ensuring incident response processes evolve alongside the company's growing infrastructure.

"Our incident management process really depends on how fast we can respond to a problem, and part of that is how fast we can see the problem and verify it," said Gonzalez. "When it comes to Catchpoint's reporting, it's so fast that the first thing we do any time an alert goes off is we check Catchpoint to see if the end user is experiencing pain. That then goes into our incident management process to reduce the time to discovery and resolution."

Since implementing Catchpoint, Qualtrics has not experienced a single incident that took more than five minutes to detect. With global monitoring in place, the company can continue to expand its services while maintaining the same high standard of customer experience worldwide.

Why This Matters for SaaS Organizations

For SaaS organizations, every minute spent identifying an incident can extend customer impact and increase operational risk. Independent visibility into the end-user experience helps teams verify issues more quickly, prioritize response efforts, and reduce time to resolution.

Qualtrics' experience demonstrates how internet observability enables organizations to:



Reduce incident detection and resolution times



Improve customer experiences across global regions



Strengthen SLA performance



Scale infrastructure without sacrificing operational visibility

For organizations operating globally distributed applications, independent internet observability helps reduce operational risk while delivering more consistent digital experiences.

ABOUT QUALTRICS

Qualtrics is the leader and creator of the experience management (XM) category. Its platform helps organizations manage customer, employee, product, and brand experiences by turning feedback into actionable insights. Organizations around the world rely on Qualtrics to improve experiences, strengthen relationships, and drive better business outcomes.

ABOUT LOGICMONITOR

LogicMonitor® is the AI-first platform for Autonomous IT, enabling enterprises to operate complex digital systems with greater resilience, efficiency, and confidence. By unifying visibility from user to code across infrastructure, cloud, Internet, and digital experience, LogicMonitor delivers the intelligence required to anticipate issues, eliminate blind spots, and take action automatically. Powered by Edwin AI, LogicMonitor helps IT and business leaders reduce operational toil, protect revenue, and accelerate innovation in an increasingly complex digital world. For more information, visit www.logicmonitor.com and [our blog](#), or follow us on [LinkedIn](#), [X](#), [Facebook](#), and [YouTube](#).



Learn how LogicMonitor's Catchpoint could help you.

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