

# Improving Customer Satisfaction Through Proactive Monitoring



## INDUSTRY

Financial Services

## PRODUCTS

Synthetic Monitoring

Synthetic Monitoring: On Demand

Linux RPM (A1)

## SOLUTIONS

- + Custom reporting
- + NOC alerts
- + Enterprise Node testing

## SUCCESS BY METRICS

- + Reduced issue resolution time from hours to minutes
- + Implemented a proactive issue prevention program
- + Identified performance issues by end-user location using Enterprise Node testing

## KEY OUTCOMES



Full observability across Improved SLA compliance content delivery and tech stack



Reduced financial risk associated with SLA violations



Improved customer satisfaction

## iPipeline: Helping Deliver Reliable Digital Experiences Across the Insurance Journey

iPipeline is a leading provider of cloud-based software-as-a-service (SaaS) solutions for the life insurance industry. Its platform helps insurance companies simplify sales, improve compliance, streamline operations, and deliver better customer experiences. The company serves more than 100 insurance carriers, 2,500 broker-dealers and financial institutions, and 500,000 agents and advisors worldwide, making reliable digital performance essential at every step of the insurance journey.

Delivering on that mission requires reliable connectivity and automation across every stage of the insurance sales and policy-writing process. Carriers, agents, advisors, distributors, and policyholders all depend on seamless performance at every step, making application availability and responsiveness critical to the customer experience.

## CHALLENGE: IDENTIFYING ROOT CAUSES OF END USER ISSUES

Rather than relying on a centralized infrastructure, iPipeline hosted its product webpages in strategic locations across the country. While that architecture provided flexibility, it also made identifying performance issues significantly more difficult.

Instead of proactively detecting problems, the team often had to wait for an end user to report them.

Once an issue was identified, engineers faced lengthy investigations that could take hours to isolate the root cause. Those delays increased the risk of service disruptions and made it more difficult to meet the company's service-level agreements (SLAs) with customers.

## Why iPipeline Chose LogicMonitor's Catchpoint

iPipeline needed a solution that could:

- Support on-demand, custom testing of internal systems
- Analyze application performance from the end-user perspective
- Deliver actionable reporting to speed investigation and reduce time to resolution

After evaluating several options, iPipeline selected Catchpoint because it could:

- Present test data through intuitive scatterplot visualizations
- Support instant testing across multiple Enterprise Nodes
- Identify issues down to the individual web server level

“Catchpoint is particularly useful for taking internal testing right down to the web server level. We've had a couple of instances where one web server out of a pool of four was acting up. With Enterprise Nodes, we can do transaction tests of our webpages directly at the server URL level.”

**Malcolm Crouch**, Senior NOC Manager, iPipeline

## THE IMMEDIATE IMPACT OF CATCHPOINT

Because of the complexity of its software and infrastructure, iPipeline runs 10- to 15-step transaction tests that span up to ten webpages every hour.

Catchpoint provides the iPipeline network operations center (NOC) team custom alerts whenever potential infrastructure issues arise. Those alerts enable engineers to review performance data immediately, run additional tests to isolate the problem, and move more quickly toward resolution.

## KEY BENEFITS OF CATCHPOINT FOR IPIPELINE

- Proactive issue identification that helps improve application uptime
- Faster issue resolution, reducing response times from hours to minutes
- Custom testing and alerts that streamline NOC workflows
- Enterprise Node testing that supports stronger SLA compliance while reducing financial risk

## Regaining Control of Product Uptime

Before implementing Catchpoint, iPipeline struggled to quickly identify application failures and understand why they were occurring for individual end users. The longer an application remained degraded or unavailable, the greater the risk of missing customer service-level agreements (SLAs).

Today, Catchpoint helps iPipeline identify and resolve issues before they have a broader customer impact. With greater visibility into application performance, the company delivers a more consistent experience for its approximately 50,000 monthly users while reducing downtime and improving customer satisfaction. Those operational improvements have strengthened outcomes for both iPipeline and the organizations that rely on its platform.

## Why This Matters for SaaS Providers

iPipeline's experience demonstrates how proactive internet performance monitoring can help SaaS providers improve reliability while reducing operational risk.

By combining custom testing with intelligent alerting, organizations can:

- Resolve issues in minutes instead of hours
- Detect potential problems before they affect customers
- Scale user growth without sacrificing application performance

For SaaS providers, maintaining customer trust depends on consistently delivering reliable digital experiences. Proactive monitoring helps teams identify issues earlier, resolve them faster, and support continued growth with confidence.

## ABOUT IPIPELINE

iPipeline is a leading global provider of comprehensive, integrated digital solutions for the life insurance and financial services industries in North America, and the life insurance, pensions, savings, and investments markets in the United Kingdom. The company offers more than 30 products and serves more than 100 insurance carriers, 2,500 broker-dealers and financial institutions, and 500,000 agents and advisors worldwide.

## 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](https://www.logicmonitor.com) and [our blog](#), or follow us on [LinkedIn](#), [X](#), [Facebook](#), and [YouTube](#).



Learn how Catchpoint can help you deliver more reliable digital experiences.

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