Randstad

Randstad improves mobile business applications for consultants with Micro Focus® AppPulse Mobile.

Overview

The Randstad Group is a global leader in the HR services industry and specializes in solutions in the field of flexible work and human resources services. By combining the human touch with technology-driven solutions, it offers both clients and candidates the best tools and solutions for increased efficiency and engagement, connecting more people to more jobs.

Challenge

The challenge facing the Randstad Group, a French recruitment agency specializing in temporary staffing and permanent placement, was to monitor internal mobile application

> "Our users felt that the apps we had designed for them had glitches, without being able to identify specific errors. With AppPulse Mobile and AppPulse Active, we can obtain precise application performance indicators and can even monitor user experience."

NICOLAS FARET
Assistant Head of IT Services
Randstad

performance to prevent the loss of new business opportunities.

"As part of our digital transformation strategy, we provided our consultants with tablets so that they can acquire new clients on the ground rather than waiting for them to come into the agency. But we encountered negative user feedback: they felt that the applications we had designed for them had glitches, without being able to identify specific errors. We therefore needed a way of investigating these errors, and to do so remotely, because our representatives are deployed throughout the country," explains Nicolas Faret, assistant head of IT Services at Randstad.

For Faret, the customized development of each business application is crucial in order to match the needs of the business as closely as possible within a highly competitive market. And it is imperative to check that the app runs correctly, to prevent it from causing incidents—potentially legal in nature—which would be a hundred times more expensive than it cost to develop.

Solution

In the quest for a solution to its problem, Randstad consulted the Application Lifecycle Management publishers referenced by Gartner Magic Quadrant.

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At a Glance

■ **Industry**
Business Services

■ **Location**
Paris, France

■ **Challenge**
Randstad Group, a French recruitment agency specializing in temporary staffing and permanent placement, needed to monitor and quickly resolve internal mobile application performance to prevent the loss of new business opportunities.

■ **Products and Services**
AppPulse Mobile

■ **Results**
+ Deployed as SaaS, the IT Services division does not need to install or manage the solution on internal servers.
+ Detailed reporting allows for the identification and resolution of problems.
+ Simplified gathering of precise user feedback via the user experience index all without the need to canvass employees.

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Micro Focus responded to the challenges facing Randstad with solutions that were fairly inexpensive and straightforward and which also offered the organizational advantage of running via Software-as-a-Service (SaaS).

Consequently, Randstad subscribed to App-Pulse Mobile and Micro Focus AppPulse AppPulse Active modules. AppPulse Mobile implements mobile app code instrumentation, immediately prior to the uploading of apps to the app catalogs. The code then sends metrics to an online dashboard for real-time monitoring.

"With AppPulse Mobile, we are measuring the true user experience and we can then react to resolve the errors that hinder our teams. AppPulse Active makes us proactive: we can simulate scenarios, enabling us to gain a fairly clear idea of the conditions causing slowdown or downtime," says Sébastien Guéraische-Noyau, head of IT Quality at Randstad.

In practical terms, the team simply needed to update its mobile apps using the development kit provided. Of the five apps developed by Randstad, the only ones involved initially were the two that had been the most problematic. Within a week, the new app versions being monitored were uploading metrics to populate the real-time dashboard.

"As soon as users interact with the app, the software receives the data. However, we waited until we had a sizable sample, specifically 50% of users, before drawing conclusions from the evidence gathered," explains Guéraische-Noyau.

Results

The primary benefit of AppPulse Mobile is the user satisfaction index it calculates, in addition to the very precise information about transaction times, operations performed or function downtime that it provides.

"Alongside transaction indicators, there is a 'Fundex', which expresses user enjoyment as a percentage. This is a very effective way to gain an immediate insight into an application's state of health," says Nicolas Faret. He also stated that he had previously never seen such precise feedback on an app following its launch.

Most importantly, AppPulse Mobile allowed Randstad IT Services to rapidly identify that the conflict between libraries in the application code were the source of the slowdowns being suffered by users. "We could draw on a great deal of uploaded data to investigate this and we could see which libraries were involved when transactions took too long and discovered that there was a conflict," describes Guéraische-Noyau.

In addition to the lessons learned from App-Pulse Mobile and AppPulse Active in terms of improving existing operations, Faret thinks that the IT division will now be able to improve the support it provides to Randstad's business strategy going forwards: "We can achieve a higher level of service, based on continuous improvement processes," he concludes.

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