



Customer Case Study

Carhartt Gains Clear Product Visibility with Quantum Metric



Product Visibility

Uncovering of technical and behavioral friction



Decrease In Time To Resolution

“We have reduced resolution from days to hours and sometimes even minutes”



Partnership

“Quantum Metric proactively helps us find opportunities, acting as a partner and not just a vendor.”

About

Established in 1889,

Carhartt is a global premium workwear brand with a rich heritage of developing rugged products for workers on and off the job.

Challenges

Before Quantum Metric, Carhartt primarily learned of customer experience friction from the customer service desk, which led to developers attempting to reproduce the submitted issues. “Our time to resolution was very very high, if at all,” noted Donovan Marchywka, Director of Digital Solutions. “It felt like searching for a needle in a haystack. We would even have tickets just float out there because we could never reproduce them.”



The Quantum Metric Solution

The team deployed Quantum Metric as a solution for measuring and monitoring user experience and performance. “Quantum Metric gives us the visibility we need to understand what our users are experiencing,” said Marchywka. “Now we can see exactly what is going on within minutes of receiving the alert.”

Additionally, the team has used the platform to identify not just technical errors, but UX issues based on end user behavior. “Before Quantum Metric, we always initially assumed our errors were code based. But we found that sometimes it can simply be a confusing user experience,” said Marchywka. “For example, customers were submitting that they could not ship to PO boxes. On our checkout page, we have a checkbox for PO box addresses, but it turns out it was not a standard design. The session replays showed that it was not a clear option to click on. We could have dug through our logs forever looking for a technical problem but with Quantum Metric we understood it was simply a usability issue.”

Device Context

Quantum Metric also provides the Carhartt team the advanced analytics needed to understand the context behind issues. “The segmentation between devices and browsers is a huge win for us,” said Steven Kachnowski, Manager of Application Support for Digital Engineering. “We will see an error and say ‘Oh! It is always hitting on Safari Version 12’ and we can pinpoint it immediately.”

Partnership

“One thing I always look for whenever we bring on technologies is someone that will be a partner and not just a vendor. I don’t want to implement and then just get a monthly invoice,” said Marchywka. “Quantum Metric, and especially the Customer Success team, has really been proactive in helping us find digital experience opportunities.”

