

HeadSpin helps a major airline operator improve digital experiences across geographies

About the Client

The client is one of the major airline operators, providing digital experiences to guests and host users through its mobile application.

Industry: **Airlines**
Employees: **100,500+**



The Challenges

With users accessing the application from different locations, devices, and carrier networks, the client needed to ensure a consistent and seamless digital experience. The key challenges included:



Maintaining seamless digital experiences
to keep users engaged with the application.



Testing across diverse geographies,
making it difficult to validate the application experience under different real-world conditions.



Monitoring critical user journeys and KPIs
to understand application and network performance.

The Solutions

HeadSpin enabled the airline to test its application on real devices across multiple geographic locations while monitoring performance across critical user journeys.



Testing Across Geographies

The client's application was validated on real iOS and Android devices hosted in HeadSpin's virtual private cloud across Australia, India, Dubai, London, and New York.



In-Depth Performance Analysis

HeadSpin provided deeper visibility into mobile experiences and application performance across real carrier networks and real devices, helping the team turn performance data into actionable insights.



AI-Powered Performance Monitoring

HeadSpin's AI-powered performance sessions identified network traffic and monitored KPIs across critical user journeys, including:

- Online check-in response time
- Flight search response time
- Baggage information
- Other critical application interactions

The Impact



Enhanced User Experience

Improved visibility into the application's performance helped the team identify factors affecting the digital experience.



Strategic Deployment

Real-device testing across five global locations enabled validation under diverse geographic and network conditions.



Boosted Reliability

Monitoring critical KPIs across real devices and carrier networks helped the team better understand application performance during key user journeys.



Data-Driven Decision-Making

Performance insights provided actionable data for monitoring and optimizing custom KPIs.