new relic | Bell

DATA SHEET

Digital Experience Management for Bell

Give every customer an optimal experience on every platform.

As Bell modernizes to a tech services and digital media leader, your engineering teams are asked to keep delivering great digital experiences to Canadians while operating more efficiently. But how can you improve your digital services, achieve operational excellence, and drive cost efficiency—all while enhancing customer experiences?
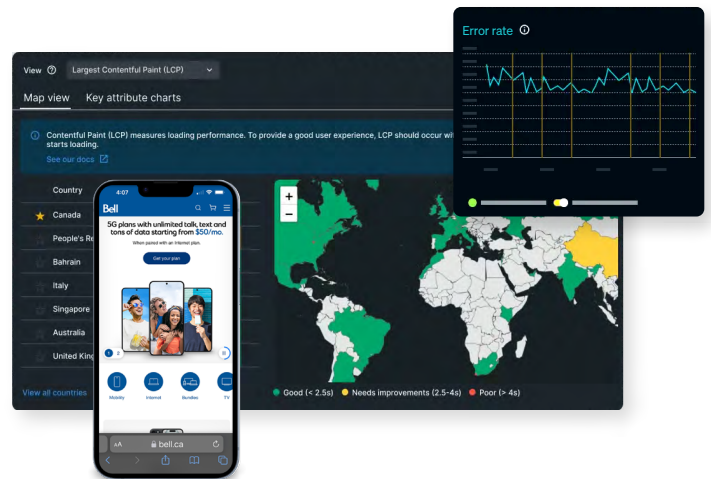
New Relic digital experience monitoring (DEM) solutions are designed to provide comprehensive insights into digital operations, allowing teams to optimize user experiences in real time. **In other words, it helps you do more for customers with less.**

New Relic DEM capabilities integrate real-time analytics, session replays, proactive issue resolution, and seamless integration across all digital touchpoints. With New Relic you can:

- See why FibeTV streams are choppy, with full context including app version, device, OS, and more
- Catch errors in key services, such as plan selection and checkout, before they affect customers
- Keep the MyBell app running smoothly to empower customer self service

> "With New Relic, we were able to see that our customers were experiencing a delay with our pricing engine of about eight seconds. We then made a strategic effort to improve that time, getting it down to 100 milliseconds. That's translated to a better customer experience and more completed purchases."
>
> **Yang Tang**, Global Director of Engineering, AB InBev

Real-user monitoring

New Relic real user monitoring (RUM) capabilities include browser monitoring and mobile monitoring. RUM offers comprehensive monitoring of user interactions across both web and mobile platforms. These capabilities enable teams to identify performance bottlenecks quickly and optimize user paths. By tracking and analyzing detailed analytics, businesses can refine user journeys, significantly enhancing user satisfaction and boosting conversion rates.
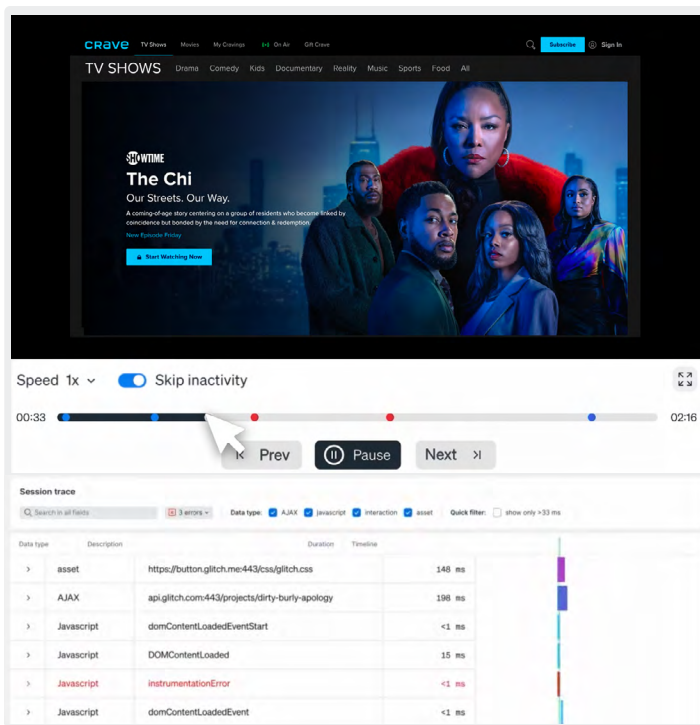

See how Chegg used New Relic browser monitoring to improve MTTR by 88% and how FARFETCH used it to improve its Google Core Web Vitals score by 40%.

Pixel-perfect replays

With New Relic session replay, businesses can accurately visualize user sessions in a video-like format, offering an intuitive view of user interactions. This enables a precise understanding of how customers use applications, which is crucial for identifying issues down to the code level. Session replay is cost-efficient and focused on capturing critical incidents without extensive session recordings—which helps save on storage and processing costs while still delivering crucial insights.

Integration and collaboration

New Relic in-app collaboration capabilities provide a unified observability experience that combines data from web, mobile, and backend sources. They offer a detailed view of digital experiences, enhancing decision-making and strategic planning. They also foster enhanced collaboration across cross-functional teams, enabling them to work together more efficiently with shared data and insights—which is crucial to optimize the end-user experience.
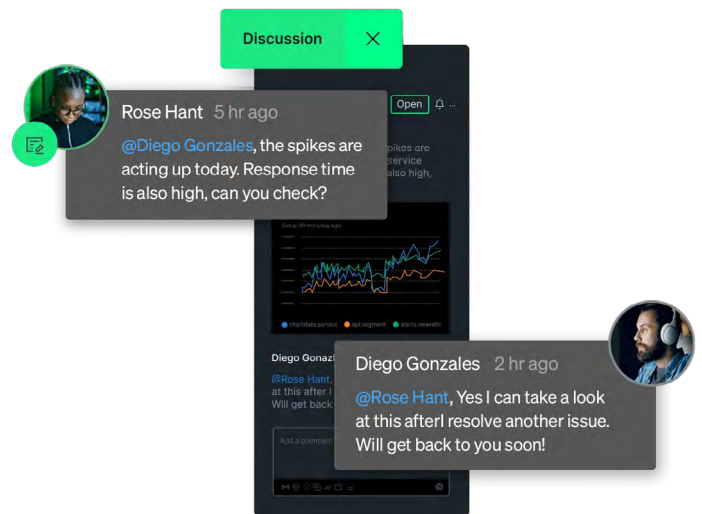

Proactive issue detection

Synthetic monitoring, mobile user journeys (crash analysis), and error tracking (errors inbox) can help teams proactively detect potential issues before they impact users, which helps maintain a seamless digital experience and minimizes downtime. Once issues are detected, New Relic provides actionable insights, enabling teams to resolve problems swiftly and efficiently. This not only improves user experience but also supports continuous operational excellence.

"New Relic has dramatically impacted our culture, giving us the ability to be extremely data-driven in everything we do. When it comes to DevOps, Wix is leading the pack and New Relic is a big part of helping us achieve that.."

Aviran Mordo, Head of Engineering, Wix

Next steps

New Relic DEM lets you know exactly what users experience in real time so you deliver experiences that go above and beyond expectation. Read More

Contact Your Rep