

# How One of America's Most Popular Fast-Food Chains Delivers Enhanced User Experiences

## RESULTS



### Visibility

Comprehensive view of app performance.



### Efficiency

Streamlined collaboration and detection.



### Stability

Increased overall stability of iOS and Android apps to meet SLAs.



**We use the heck out of BugSnag's breadcrumbs feature. The filtering feature is super helpful, and product development rocks."**

*Principal Solution Architect,  
Fast-Food Restaurant Chain*

## Overview

A large fast-food restaurant chain needed to maintain and improve the quality of their consumer-facing mobile and web applications. They had been using a large APM vendor for performance monitoring, but their developers were unable to pinpoint the sources of latent performance issues. By switching to BugSnag, their developers fixed bugs faster, saved time, and identified latency issues impacting the customer experience. With BugSnag's developer-focused insights, they solved critical application issues and enhanced UX – at a fraction of the cost.

## Approach

- Needed to see network requests, understand latency in backend services, and improve overall app stability.
- Required data alongside important insights to quickly solve bottlenecks and save developer time.
- Improved app stability and performance while keeping in line with SLAs.

## Benefits

BugSnag is crucial in helping the fast-food restaurant chain ensure its flagship iOS and Android apps and its web apps remain stable and healthy. With performance monitoring, the organization has complete visibility into how backend latency issues are affecting what customers experience. The previous tool didn't surface a drop in network requests, and its client-side testing didn't raise any issues impacting their users. However, with BugSnag, the developers discovered and resolved the problem, keeping customers happy. The development team especially likes BugSnag's breadcrumbs feature, which provides them with a short log leading up to an error, so they can see a person's action prior to the incident for faster diagnosis. The filtering function, which lets developers search metadata (including what users, devices, and releases are impacted by an error), also received high praise.