



INDUSTRY

Sports Software

COMPANY SIZE

Small

LOCATION

Bedfordshire, UK

CHALLENGE

In order to achieve their growth goals, Competition Golf know they must provide excellent user experiences to stand out in a crowded industry. In order to do this, their development team needs to know about software problems before they have a negative impact on end users.

SOLUTION

With Raygun’s Software Intelligence platform in place, Competition Golf’s development team have crash reporting to detect and diagnose errors, and real user monitoring to pinpoint performance problems like slow loading pages.

RESULTS

- Detect, diagnose, and deploy a fix for an error in a matter of minutes
- Customers report less software problems saving valuable development time
- Customers are “delighted” with the level of customer service during and after an error



How Competition Golf use excellent customer experiences to stand out in a competitive environment

Competition Golf is a newcomer to the sports software industry. Their software collects, stores, and calculates player’s golf scores during large events, displaying them on mobile, TV, and websites. Their goal is to be the first software choice for all professional and local golf events.

CEO and Lead Developer Karl Gjertsen believes that “great customer service is the cornerstone of all new ventures,” and that giving the customers an excellent software experience is the key to their growth.

Using Raygun, Karl has complete visibility into his application performance; from errors occurring to slow loading pages. More importantly, Karl and his team no longer have to rely on customers to send error reports to know something is wrong. Raygun detects an issue, alerts the team, and surfaces the stack trace, saving the team hours of diagnosis time.



“Thanks to our CI/CD Pipeline and Raygun, we can find a bug, fix it, and push it to production in a matter of hours or even minutes. We no longer have to wait for a bug to be reported and then begin the process of tracking it down.”

Karl Gjertsen, CEO and Lead Developer

Karl’s favorite feature is User Tracking, which uses data from both real user monitoring and crash reporting to provide a detailed performance breakdown on page load speeds as well as full diagnostic details for errors and crashes. Karl can see who has experienced these problems and can reach out directly to let them know a fix is on its way.

“Being able to contact impacted customers directly is an enormous asset to customer service and can turn a user into a product champion.”

Looking to the future, Karl expressed that he will be using the Raygun Platform for his ongoing ventures. He explained, "In the next year, we are planning to launch several new products, apps, and websites. Knowing Raygun is watching them is peace of mind—I don't have to worry about them throwing errors or performance problems. If something goes wrong, I know about it straight away."

“I recommend Raygun to anyone who will listen.” He continued, “If you want to improve your software and provide your users with a great experience, you need Raygun.”