

Engineering Manager Case Study

Empowering Online Loans

Split.io is currently partnering with a company that connects people to financial services products. The company is an online loan marketplace for auto loans, small business loans, personal loans, credit cards, and more. The company is an ally for consumers who are looking to comparison shop among multiple options.

About Split.io

Split.io is an industry-leading feature management platform which enables companies to embrace impact-driven development across their engineering teams. Split pairs the speed and reliability of feature flags with data to measure the impact of every feature. By reducing development time, mitigating release risk, and quantifying impact, Split frees engineering teams to solve customer and business problems.

Feature Flagging Before Split

Before Split, the online loan marketplace was managing its feature releases with a homegrown system. This system primarily used frontend tools and allowed the software team to make basic updates to the platform which ultimately decreased user satisfaction. **Since adopting, Split.io has enabled control over feature releases. They even saved money by cutting back on resource costs.**

Mary Had a Little... Release

A memorable story about a time when Split was not used on a new feature release. Here's what happened...

An engineer on the team was experimenting with a new feature and always defaulted to using the famous nursery rhyme "Mary had a Little Lamb" as filler text for testing purposes. The new feature accidentally became public and was showing on the user end (due to this part of the code not being protected by a split.) To their surprise, a customer reached out asking "Why is my name appearing as "Mary had a Little Lamb"? Talk about a nursery nightmare!

Lesson here: Split flag first, filler text later.

Three Ways Split Helps:

01

Splits, or feature flags, are used at the start of every development of code to protect new feature releases and keep features "dark" until they've been tested and are ready in production. They are then turned on and the new feature is available to all users without worry.

02

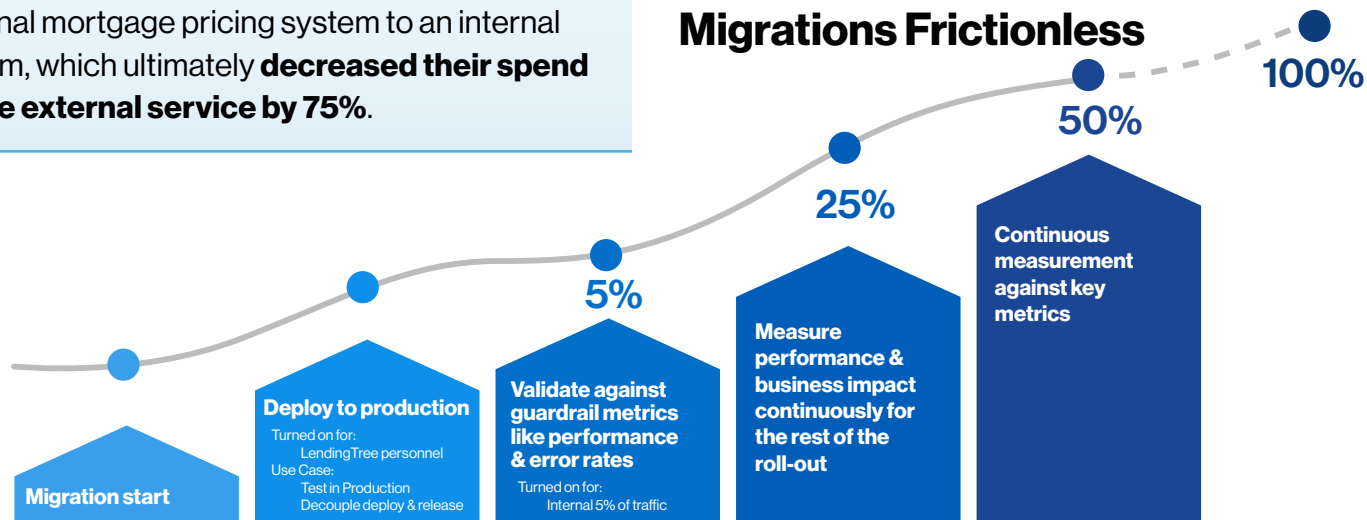
Incremental rollout of their new platform to a subset of users is another application. **Monitoring and analysis as users are gradually introduced to the new platform gives engineers control of their releases. Then, they can increase the amount of traffic to the new page after the results are monitored.**

03

Experimentation tools allow teams to test new features on a subset of users and to experiment with multiple different features at once. This testing of multiple new features at once ensures that the best feature is chosen as an end result, giving users a better experience when visiting the platform.

Split helped the FinServ company switch from an external mortgage pricing system to an internal system, which ultimately **decreased their spend on the external service by 75%**.

Split.io Makes Platform Migrations Frictionless



From External to Internal Mortgage Pricing Engine

Split has given its online loan partner safety and control when moving away from an external mortgage pricing engine to its own internal system. To start this process, the FinServ team transferred 5% of their customers to the internal pricing engine. They then compared the conversion rates, traffic, and revenue that their users brought on the internal engine versus the external engine. After evaluation, the team determined it was more cost-effective to continue using their internal mortgage pricing engine. **By using Split's experimentation tools, they were able to use their customer's data to learn what would be the smartest choice for their business.**

"Anytime we want to build a very large feature, [the] very first ticket is to introduce the Split flag and use it when we're writing new code."

- Engineering Manager at a Financial Services Company

The Outcome of Partnering With Split



Split created a controlled environment for engineers by protecting new features with dark rollout and being able to toggle them on and off rather than waiting and having their code go "stale" in the staging environment.



Experimentation tools have allowed engineers to test multiple features at once and analyze metrics from Split.io, to ensure the user experience on the platform is a positive one.



Buildout a whole new platform while still maintaining the old workspace, until 100% of users have been transferred to the new workspace.



Learn how the Split Feature Data Platform can help your team reimagine software delivery. **Schedule a demo** with us or learn more at split.io