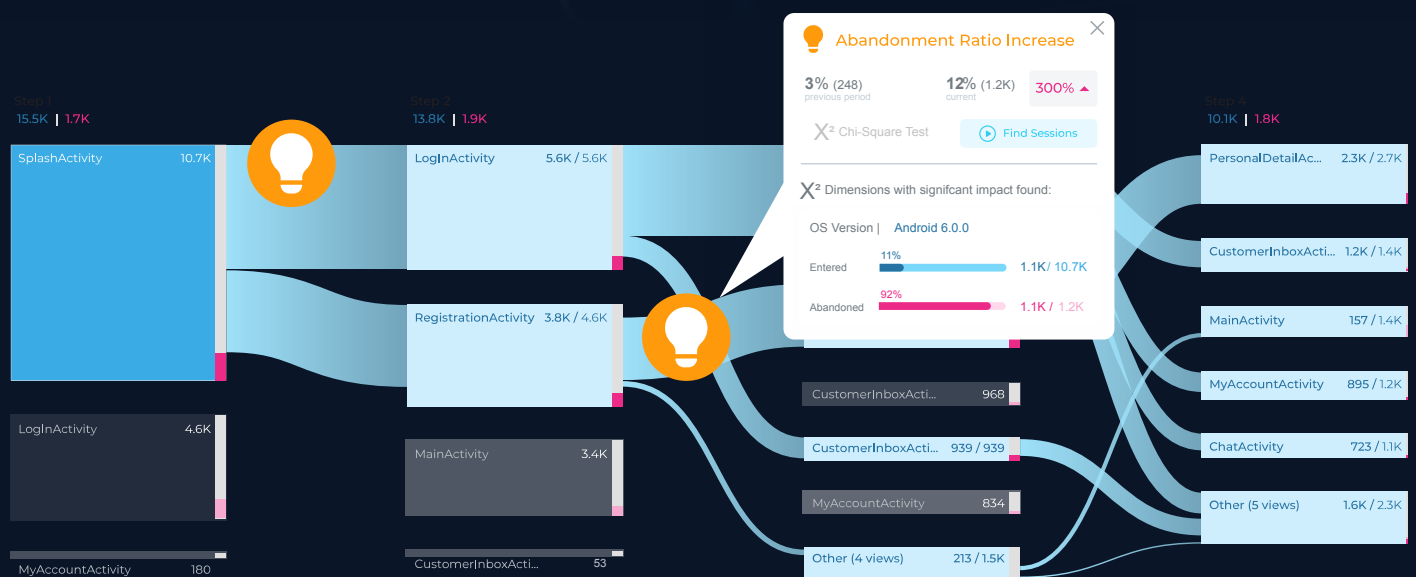


Glassbox

Augmented Journey Map™

A true game-changer, Glassbox Augmented Journey Mapping (AJM) provides marketers, customer care owners, and business analysts a complete and comprehensive multi-dimensional view of all user journeys through their intricate website and mobile app. All this, in real-time.

With no need for prior page/site tagging, coding or event configurations, Glassbox automatically draws a detailed map of all user journeys on your website or app. This is accomplished with a user-friendly interactive visualization of every dimension and KPI (including audiences, acquisition, traffic type, referrals, attribution, engagement, errors, visitor struggles, conversion rates and many more).



Map every journey and everything about the journey.

Glassbox unique patented data-collection technologies enable the automatic capturing of all digital sessions and 100% of the data, including all user interactions from client-side and the server-side on any platform (web or native mobile apps).

Understanding not only what happened but why

Driven by advanced machine learning, the anomaly detection engine points towards performance issues and provides automated insights for root-cause analysis, as well as an accurate understanding of the monetary impact of faulty pages and the problematic elements in a page/view.

What this means is that issues such as conversion drops, visitor struggles, system errors and the reasons behind them are now easily accessible and can be dealt with in a timely manner. AJM's multiple dimensions enable you to slice and dice the maps any way you like to immediately find, isolate and fix issues.

Common use cases:

- ▶ **Behavior Analysis of a buying experience**
- with AJM you can easily understand behavior trends and fluctuations as part of a specific buying process this enables you to understand the place and reason at which your customers are experiencing challenges and as a result are abandoning their purchases (e.g. site responsiveness from a specific location, UX/ UI issues, etc)
- ▶ **Common Application journeys.**
Highlighting the most common journeys taken by mobile app users, their distribution (e.g. Android vs iOS, App version X vs. App version Y, Morning usage vs Evening usage) and fluctuation (e.g. increase in a journey type compared to the previous week) providing an understanding of your customers' preferences.
- ▶ Following a **root cause analysis** for identifying an area of struggle or frustration (e.g slow response time or short timeout threshold), action can be taken to fix the issue. Conversation ratio / Call deflection can be easily compared to the previous period proving ROI.
- ▶ Real-Time drill down into a specific session of a customer so in case of **channel deflection**, a call center agent can quickly determine the digital journey conducted up to this point, identify the struggle and quickly fix the issue without having the customer explaining his entire journey. This not only optimizes customer experience but also affects other contact center metrics such as AHT and FCR. perfect their customer's experience.

To learn more about our platform or to book a demo:

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