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OVERVIEW

# Go from analytics to action with Digital Experience Intelligence

Digital Experience Intelligence (DXI) combines traditional product analytics data with powerful qualitative insights for a complete picture of your customer's digital journey.

# Make smarter digital decisions based on actual member and customer experiences

Understand how customers are navigating your online, self-service offerings. See their frustrations in real-time alongside the powerful, quantitative insights that you need to uncover opportunities, validate assumptions, build long-term relationships, and drive bottom-line results.



Real-time digital insights



Codeless, retroactive analytics at scale.



Enterprise-grade privacy and security.

## Proactively find, prioritize, and respond to customer frustrations.

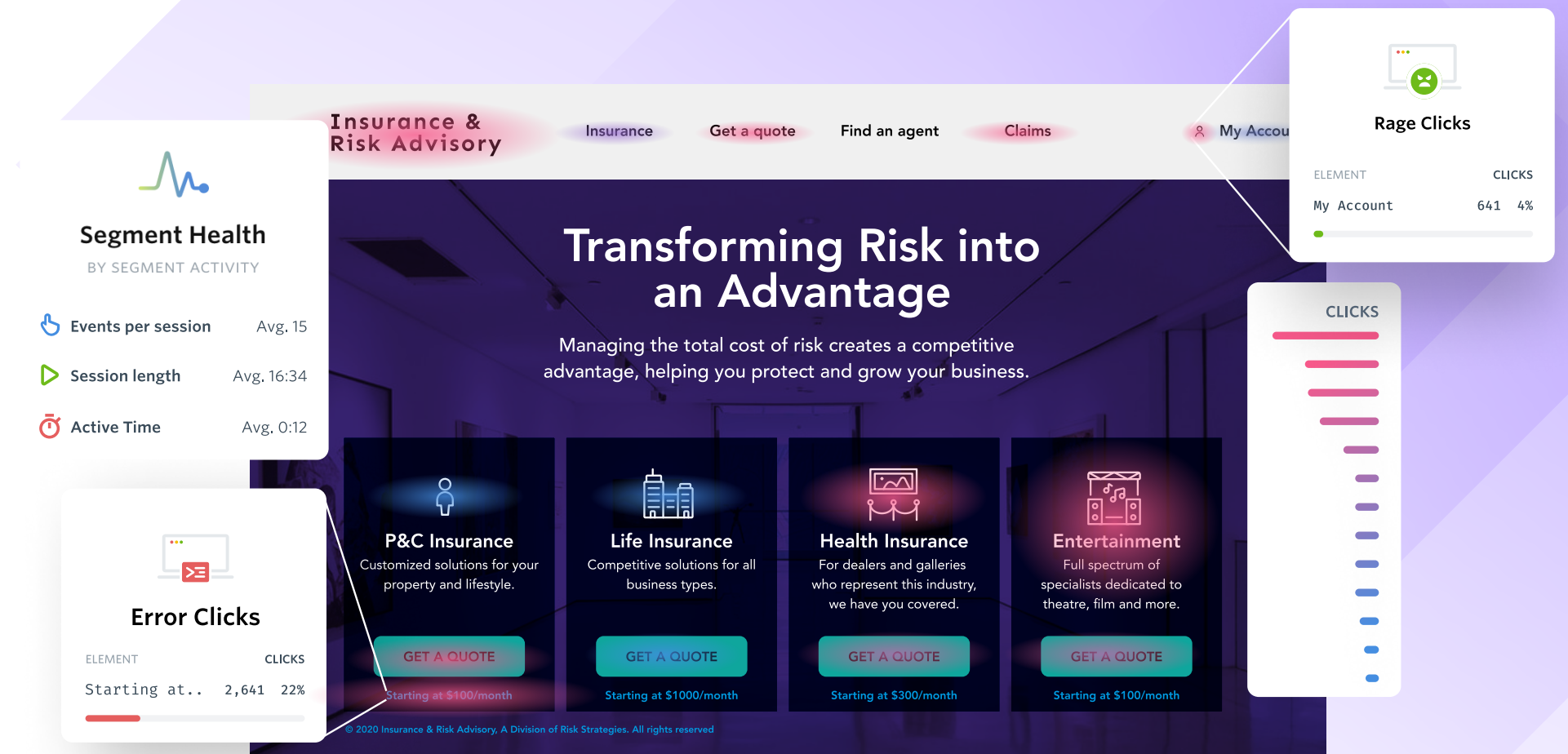
Quickly identify and fix points of friction with qualitative and quantitative experience data.

- Session replay shows the real member or customer experience.
- Proactive alerts surface customer frustrations.
- Dev tools provide under-the-hood insights for easy bug resolution.

## Digital insights for all teams.

Unite your product, support, design, and marketing teams with FullStory to optimize your digital experience.

- Session replay sharing and commenting empowers cross-functional collaboration.
- Integrations across your organization's tech stack.
- Data export and a robust API to power your other systems of record.



## Make experience improvements with confidence.

Iterate on your digital experience with data-driven insights about the member journey.

- Real-time data collection empowers quick decision making.
- Heatmaps and page insights reveal high-value touchpoints to improve relationships.
- Dashboards, conversion analysis, and funnels help visualize the impact of improvements.

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