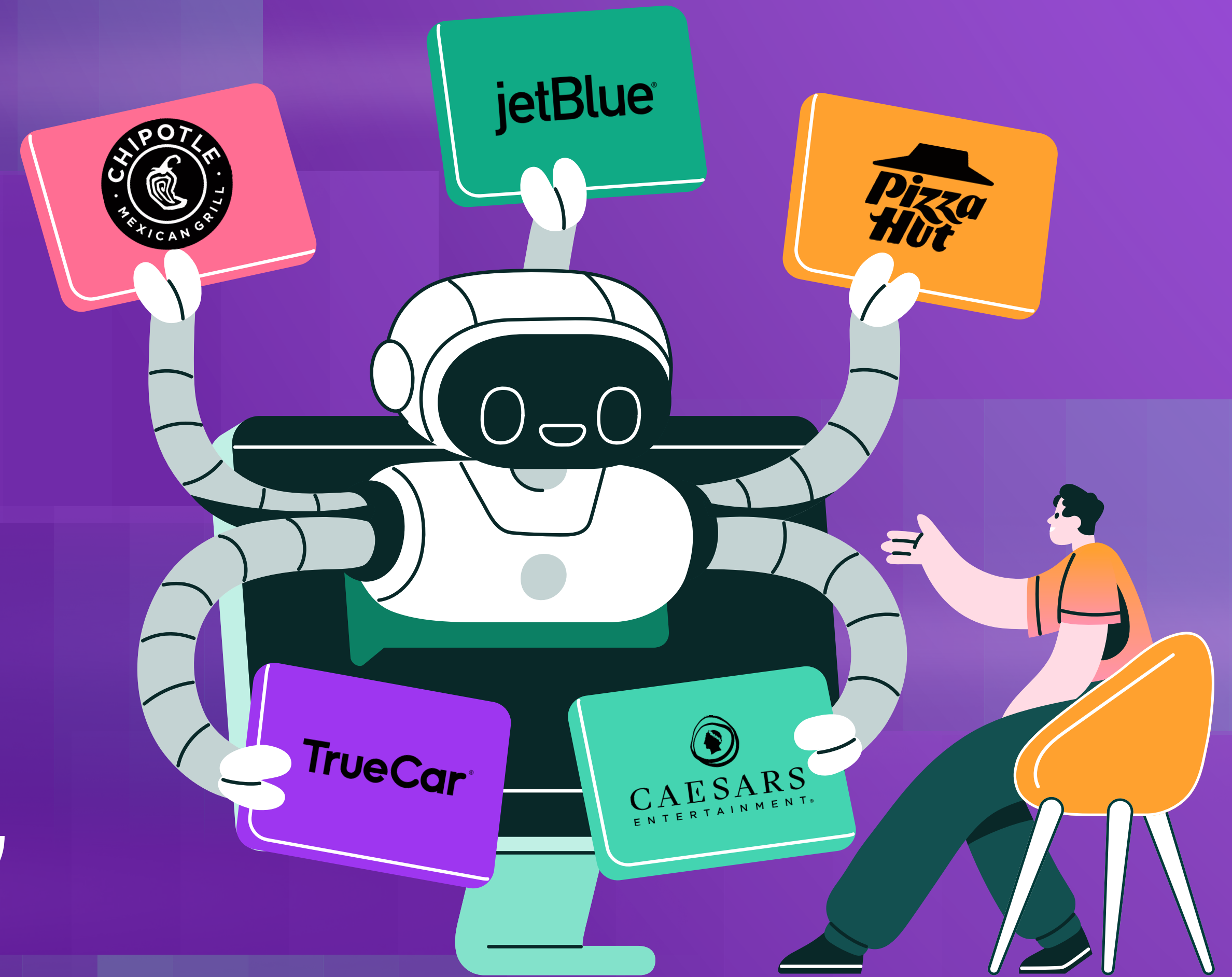


Take it from the best



Five digital experience ideas worth stealing

Some ideas are too good to keep to yourself

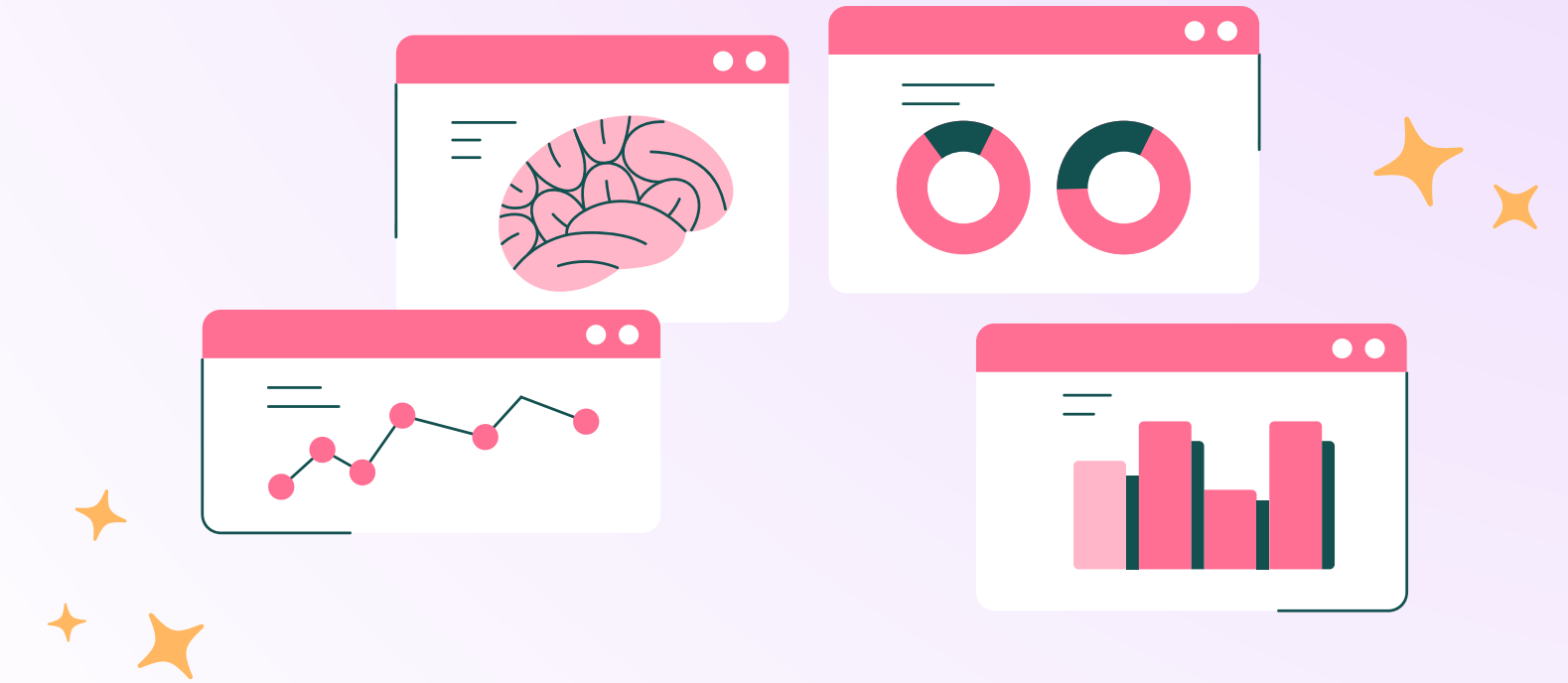
The team at Chipotle spotted a small ordering error and worked out exactly what it was costing them. By putting a revenue figure on the problem, they got the fix prioritised and recovered more than 70% of the impacted revenue.

Now that's an idea worth stealing.

As the pioneers of behavioural insight you can trust, we see plenty of clever tactics that top brands use to improve their digital experiences. So, we've rounded up five ideas worth nicking from world-leading brands.

Chipotle, Flight Centre, Pizza Hut, Addison Lee and Game Lounge show you what they did and why it worked. We've pulled out the useful bits, then shown you how to put the same behavioural principles to your own journeys.

Consider this your licence to steal.



Three numbers worth pocketing

65% have shipped a fix for digital friction, only to discover the root cause was something else.
That's an expensive way to be confidently wrong.

52% say a complaint or support ticket is the most common way they discover friction.
By then, the customer has already done the detecting for you.

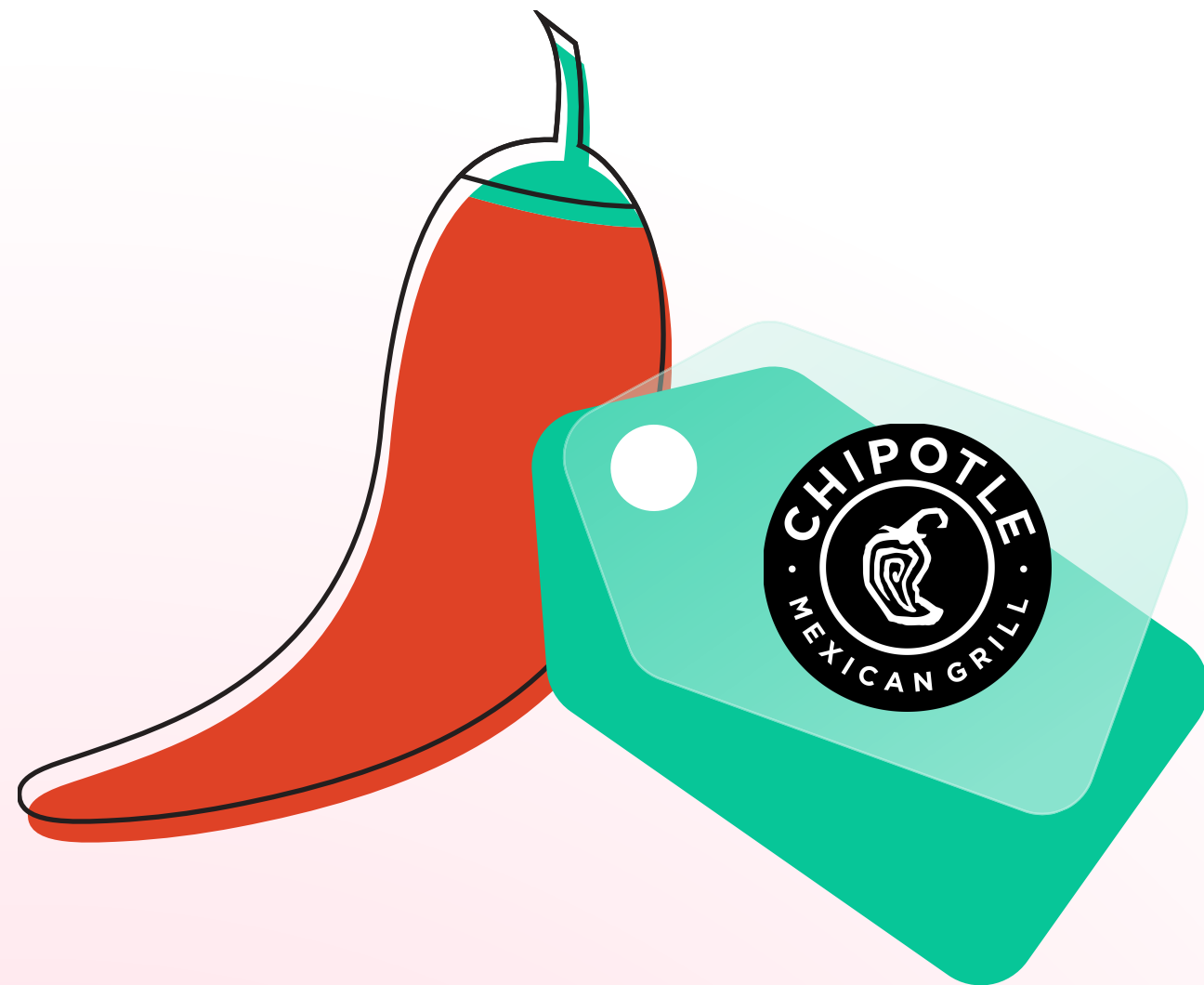
16% do not know about a friction issue until the damage is already done.
Not exactly an early warning system!

Source: Fullstory survey of 647 US professionals across Product Management, Engineering, Data and Analytics, Customer Experience and Support and IT and Security.

Increase conversion and order completion

Tackle the small errors with spicy price tags

A glitch can look tiny in the sitewide numbers while silently taking a serious bite out of the journeys it can actually affect.



Follow the leader

Chipotle's analytics team used Fullstory's Session Replay to uncover an intermittent service error during ordering. Because Fullstory automatically captures interactions without teams having to tag every event in advance, they could investigate an issue they hadn't set out to track.

It affected a relatively small group, but the team could see how often it appeared and put a revenue figure against the failures. That turned an easy-to-overlook error into a commercial priority and, once fixed, Chipotle reclaimed 72% of the revenue it had been costing.

The payoff

72% of revenue lost to a single error was reclaimed.

The idea worth swiping

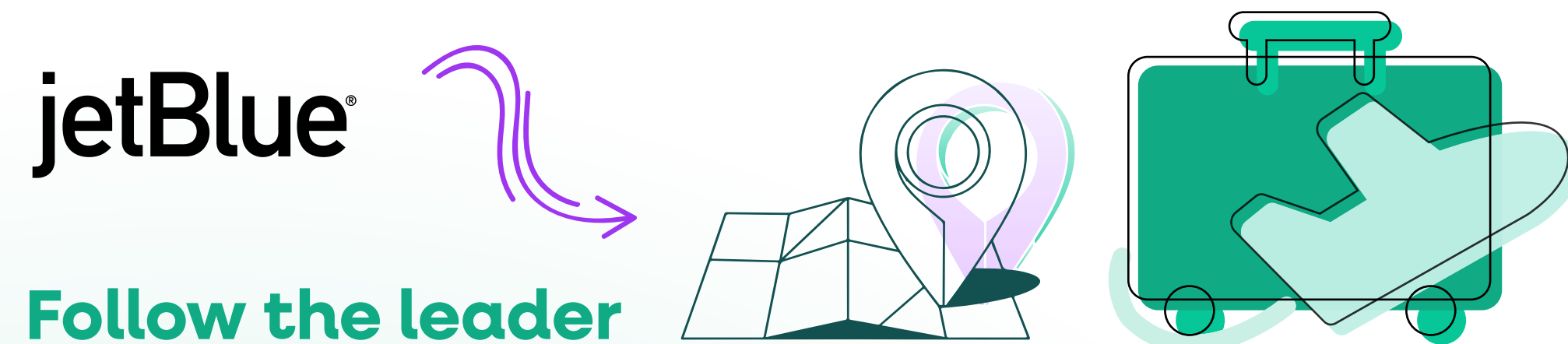
Don't let small numbers off the hook

Build severity around the journeys an error can actually touch, not your whole-site average. Define the eligible group by payment method, basket combination, device, store state or release. Then calculate the completion gap against comparable unaffected journeys and translate it into recoverable revenue. A low-frequency error can still have a very spicy price tag inside the right cohort.

Keep bookings flowing

Get faster answers when bookings hit turbulence

A payment error can stop a booking at the worst possible moment. The sooner you can see its reach, the sooner you can decide what needs to happen next.



JetBlue uses Fullstory to monitor revenue-impacting releases across browsing, booking and check-in. Because its behavioral data is available immediately, product teams can see the scale of a new issue within two minutes and prioritize it without waiting for logs to be indexed.

That speed has helped JetBlue cut payment errors by 20%. It also saved more than seven days of engineering time when investigating a data discrepancy and halved the time needed to reach insights from A/B tests.

The payoff

20% fewer payment errors and more than seven days of engineering time saved.

The idea worth swiping

Give every issue a two-minute impact check

Build a rapid triage view for every revenue-critical journey. When a problem appears, use it to establish its reach and whether it blocks payment. Then narrow the pattern to the shared release, browser or device before engineering begins the full diagnosis. The two-minute goal is to know whether the issue can wait.

Deliver the experience each shopper demands

Get another slice of insight from every test

A winning variant is useful. Learning which customers wanted it, what else they might want and when to offer it is much tastier.



Follow the leader

Pizza Hut tested a basket-page offer for a side of fries. It lifted total transactions by 1.5%, so the team expanded the idea into a multivariate test across a much wider menu.

Fullstory's behavioural data was then fed to an AI model that mapped product affinities. Work that could have taken one or two weeks by hand took around 15 minutes. Across its wider Fullstory programme, Pizza Hut reported a 6.5% increase in total transactions.

The payoff

15 Mins Analysis cut from up to two weeks to 15 minutes

The idea worth swiping

Make every test pay twice

Plan the follow-up before the first test launches. Capture useful pre-exposure behaviours, spot consistent response differences and turn the strongest patterns into hypotheses for the next test. That keeps lucky patterns from becoming strategy and makes each result feed the next.

Give AI something useful to work with

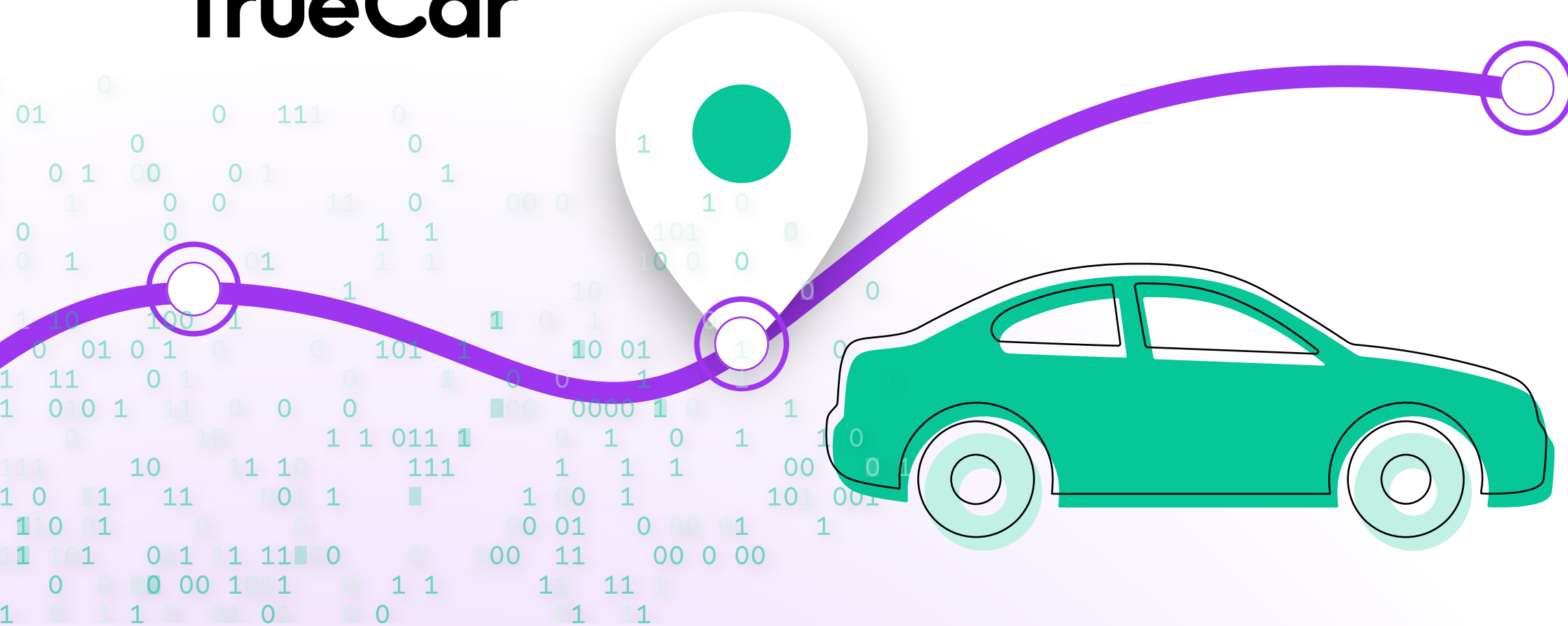
19% of digital experience professionals say AI-powered recommendations would help them reduce friction more effectively.

Increase engagement and conversion

Take big changes for a test drive

Giving customers more control can improve a journey. It can also create new ways to get lost. Before changing the experience for everyone, see what happens when real customers get behind the wheel.

TrueCar®



Follow the leader

TrueCar wanted to overhaul its search experience to give car buyers more control, but needed to understand the impact before rolling it out widely.

It released the new experience to a smaller group and used Fullstory to see how people responded, revealing a significant increase in conversions. TrueCar then combined A/B testing with behavioral insight to uncover friction in its configurator journey, helping increase engagement by 50% over three months and generate 3,000 additional monthly conversions.

The payoff

3,000 additional monthly conversions.

The idea worth swiping

Put big changes through a small audience

For a substantial journey change, release it to a defined group first and decide what needs to improve before expanding the rollout. Track conversion, but watch the journeys behind it too. See where people hesitate, double back or abandon, fix the rough edges while the audience is small, then scale with evidence behind you.

Share behavioral insight across teams

Give every team better odds

A sportsbook or casino session can run for hours. Service and VIP teams need a fast route to the moment a player hit trouble.



Follow the leader

Fullstory started as a tool for Caesars’ Product and Technology teams, showing the customer behavior that GA4 and New Relic could not. But its value became clearest when a player needed help.

Before expanding access, identify the question each team needs to answer repeatedly. Build saved searches and StoryAI Summaries around those questions, with timestamps linking to the relevant replay. Support can investigate a failed deposit without watching the whole session. VIP hosts can see friction affecting high-value players without waiting for next-day data.

The payoff

~95% of rep time now goes into managing player relationships.

The idea worth swiping

Give every team a shortcut to the right moment

Before expanding access, identify the question each team needs to answer repeatedly. Build saved searches and StoryAI Summaries around those questions, with timestamps linking to the relevant replay. Support can investigate a failed deposit without watching the whole session. VIP hosts can see friction affecting high-value players without waiting for next-day data.

Five ideas to run with

Use these questions to pressure-test your own digital experience and work out which ideas are worth stealing for yourself.

1

DON'T LET SMALL NUMBERS OFF THE HOOK

What's the last friction issue you put a revenue figure on?

4

PUT BIG CHANGES THROUGH A SMALL AUDIENCE

What's the last major journey change you tested with a smaller audience?

2

GIVE EVERY ISSUE A TWO-MINUTE IMPACT CHECK

Can you measure an issue's impact in two minutes or less?

5

GIVE EVERY TEAM A SHORTCUT TO THE RIGHT MOMENT

Can customer-facing teams see what's wrong without waiting for a database pull?

3

MAKE EVERY TEST PAY TWICE

What was the last test result that sparked your next test?

Different brands, different challenges, same starting point: seeing what customers actually did. Behavioural data showed each brand what the topline numbers missed and where to act first.

Fullstory provides that context, connecting a change in the numbers with the customer behaviour behind it.



See *how your approach stacks up*

“If you’re not going to take behavioural data into consideration, you’re going to build the wrong products that are not going to be used. You’re also going to spend a lot of time, energy and resources targeting things that aren’t meant to be targeted.”

Dr Michelle Briffa, PhD, Neuroscience

You’ve seen what five leading brands are doing.
Now find out how your own DX approach compares.

Compare your data

[Take the Fullstory benchmark→](#)

Fullstory is the leading behavioural data company that helps technology leaders make smarter, faster decisions by integrating rich behavioural signals into their analytics stack. Its patented technology captures every digital interaction and transforms it into high-fidelity, actionable insights at scale.