

✦ fullstory + jetBlue

CUSTOMER STORY

JetBlue soars higher with Fullstory: Enhancing revenue and efficiency





ABOUT

With an average of 1,000 daily flights, JetBlue transports over 40 million passengers each year to more than 100 cities in the United States, Latin America, Caribbean, Canada, and the United Kingdom. Since it was founded over two decades ago, JetBlue has been on a mission to inspire humanity by establishing a better way of doing business in air transport. To ensure their customers have the best possible digital experience when browsing, booking, and checking into flights, JetBlue uses Fullstory's behavioral data platform to monitor revenue-impacting feature releases, boost key user flows, and simplify cross-functional troubleshooting.

INDUSTRY

Travel & Hospitality

COMPANY SIZE

Enterprise

PARTNERS

qualtricsSM

RESULTS

20%

Reduction in payment errors since

Weeks

Engineering time saved

50%

Decrease in time-to-insight on A/B tests

Grow revenue and reduce payment errors by 20% with Fullstory insights

Since implementing Fullstory, JetBlue has been able to decrease the number of payment errors customers experience by 20%—an improvement that directly impacts revenue. “We used Fullstory to bubble up similarities between different customer groups, identify common criteria, and establish what sort of error messages were occurring frequently. All of that allowed us to triangulate where to put our digital experience efforts, and eventually allowed us to decrease payment errors by about 20%,” said Jillian Moroney, Associate Product Manager.

Uncover a major reporting error in another analytics solution during a key feature rollout

When JetBlue launched NextGen Booking—which involved migrating their entire booking flow to a new tech stack—they used Fullstory alongside another analytics platform to monitor user engagement and funnel completion rates. At one point, they noticed a sudden 20% decrease in several KPIs—an alarming dropoff. By cross-referencing data in Fullstory, they discovered that the first analytics tool was unexpectedly losing 20% of customers' data after they reached a certain point in the booking flow; they weren't actually losing 20% of customers. Being able to quickly invalidate the other tool's metrics saved “weeks of engineering time” that would have been spent investigating, according to Jillian Moroney, Associate Product Manager.

Synchronize product and engineering teams when troubleshooting bugs

When JetBlue's teams are alerted to a bug or error, their engineering team immediately goes into a Session Replay in Fullstory and uses the Console View in Dev Tools to see what type of JavaScript error was triggered on the user's side. Armed with that knowledge, the product team can use the same session to see what action the customer took—for example, which button they clicked—to cause the error. This one-two punch of insights makes understanding issues' causes a snap.

Use Dashboards to routinely monitor key workflows

Dashboards make it easy to communicate about digital experience pain points (and wins) within and across teams. Not only does constantly monitoring important pages empower JetBlue to pounce quickly when an issue arises, Fullstory Dashboards make it simple to create a complete, sharable picture of a critical customer experience. JetBlue sets up Dashboards for important aspects of the digital customer experience—like the payment page—and regularly checks in to see if there have been spikes in Rage, Dead, or Error Clicks, or any other unusual trends.



With Fullstory, we can make product decisions faster. If an issue crops up, I can see how big its impact is within two minutes and determine how we should prioritize it. With other tools, there can be a significant lead time between when the data is logged and when it's indexed and available—it's been so valuable to have the data at our fingertips immediately. If you really want to build a customer-centric product, you need Fullstory.”

Greg Kaplan,
Product Manager, Digital Experience, JetBlue