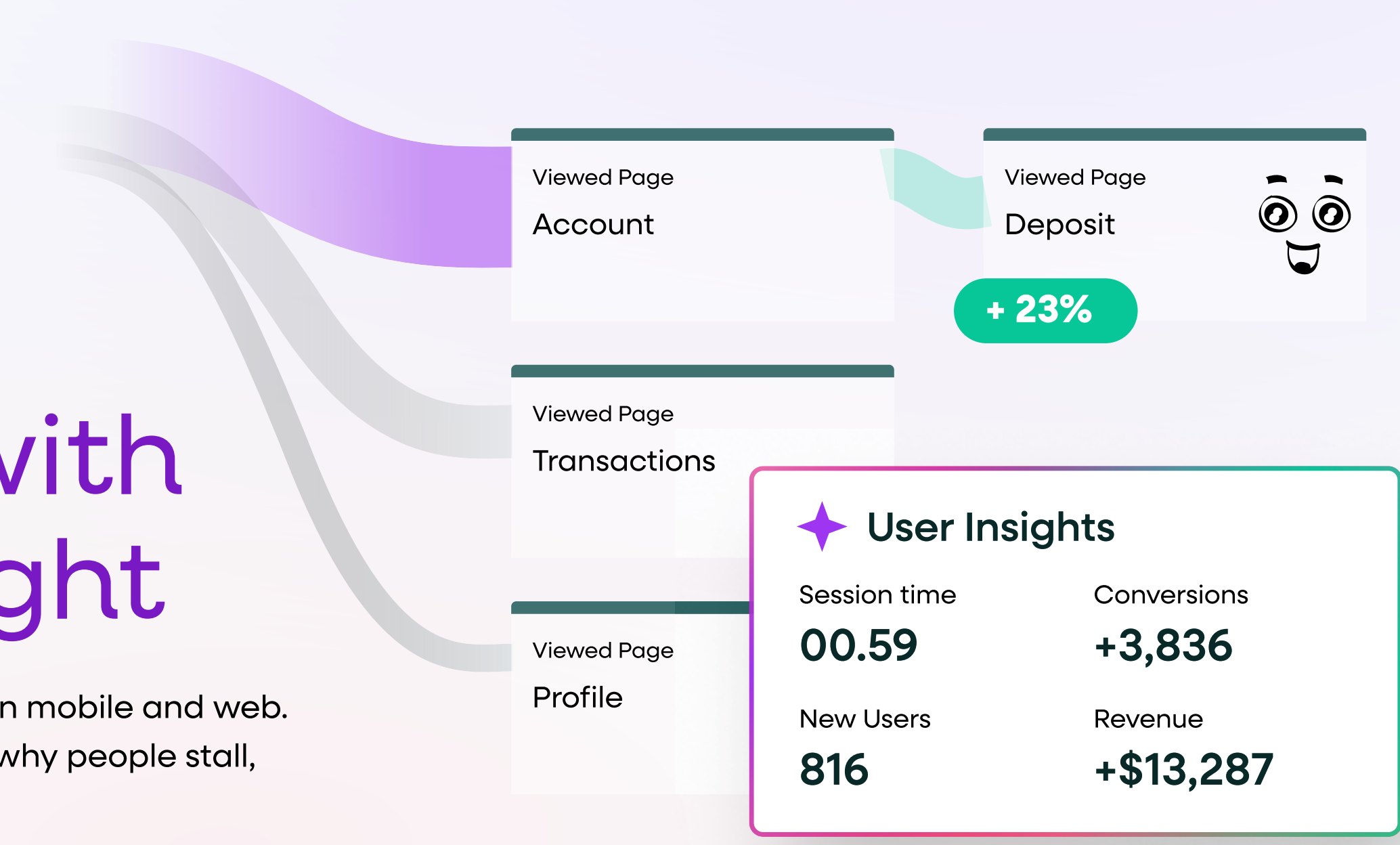


FINANCIAL SERVICES

Personalize experiences with in-session insight

Customers expect relevant, seamless journeys on mobile and web. When teams can't see where intent is high and why people stall, applications and deposits are abandoned.



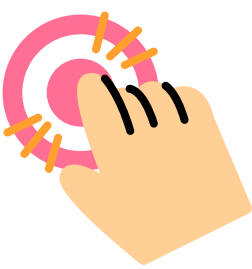
FULLSTORY SOLUTION

Fullstory reveals intent and hesitation in key flows, then uses Activation to deliver timely guidance or offers in session so customers finish the task at hand—opening an account, completing KYC, or adding a product.

MEANINGFUL OUTCOMES

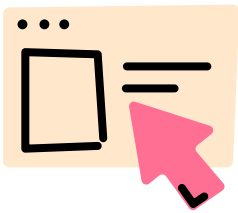
- ✓ Higher completion rates
- ✓ Increased adoption
- ✓ Lower abandonment

WHAT WE SOLVE



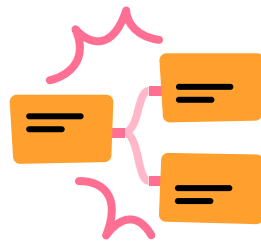
Intent identification

Spot high-intent moments and where users hesitate.



In-session guidance

Nudge, clarify, or assist without leaving the flow.



Journey optimization

Use behavioral proof to refine signup, funding, and application steps.