

fullstory + JUMBO

# Jumbo Interactive Saves Tens of Thousands of Dollars by Identifying Critical Bug Fixes Using FullStory

CUSTOMER STORY





## ABOUT

- **Industry:** Ecommerce & Information Technology
- **Company Size:** SMB
- **Use cases:** Prioritize Product Fixes; Identify Bugs; Improve Knowledge-Sharing

An Australia-based corporation, Jumbo Interactive re-sells state-sanctioned lottery games and provides technical, management and marketing solutions for other lottery businesses. Jumbo Interactive owns and operates Australia's largest lottery ecommerce website, Oz Lotteries, and uses lottery sales to help fund government social projects like veteran care, hospitals, and schools. With FullStory, Jumbo Interactive has revolutionized cross-team collaboration and perceptibly reduced bug-related revenue loss.

*“ Within weeks of the FullStory code being installed, we identified a major bug that was impacting our conversions and wasting tens of thousands of dollars in revenue. Our error monitoring tool never surfaced the issue, and even if it had, we would not have had the context or the total impact of users affected. Without FullStory we may never have found this issue.”*



— Patrick Gordon  
Principal Product Manager,  
Jumbo Interactive

## JUMBO INTERACTIVE USES FULLSTORY TO QUICKLY RESOLVE BUSINESS-CRITICAL BUGS AND PROMOTE CROSS-FUNCTIONAL COLLABORATION

### IDENTIFY AND PRIORITIZE BUGS THAT IMPACT BOTTOM LINE

Within just one day of installing FullStory on their site, Jumbo Interactive was alerted to a bug that hadn't shown up in their bug tracking software. As it turned out, the bug affected users who completed a specific series of actions related to their shopping cart... and had gone unnoticed for about six months. The Jumbo Interactive team quickly resolved the issue, and calculated that tens of thousands of dollars had been lost from this single bug. In the following months, Jumbo Interactive has used FullStory to identify and address several other business critical bugs that they say would have otherwise gone undetected.

### ELIMINATE DISCONNECT BETWEEN PRODUCT AND ENGINEERING TEAMS

When it comes to product innovation, nothing kills agility quicker than data silos. With FullStory, Jumbo Interactive is able to democratize information across multiple teams and make visibility into user behavior easily accessible. The teams at Jumbo Interactive are intentional about cross-departmental transparency, and strive to communicate both wins and losses to improve collective knowledge. FullStory's demonstrable and actionable product reporting has become an indispensable component of their push for seamless cross-functional collaboration.

### BUILD A BUSINESS CASE FOR ADDITIONAL SOFTWARE SOLUTIONS

As a small business, Jumbo Interactive is highly thoughtful about its paid subscriptions and services. Implementing FullStory was a big win for the product team on that front; the rapid return on investment clearly illuminated the value of digital solutions and enhanced the team's credibility with leadership. The team plans to use that success to generate buy-in for expanding the tech stack even further, creating sustainable growth and discernible value around the company's software ecosystem.

## RESULTS

7+

Business critical bugs identified

\$10,000s

Saved by finding and fixing bugs

3%

Increase in overall conversion rate

fullstory