fullstory + ServiceTitan®

CUSTOMER STORY

ServiceTitan's journey to better performance through data

ABOUT

ServiceTitan, a leader in providing all-in-one software solutions for the trades, serves a wide range of industries, including HVAC, plumbing, electrical, and landscaping. As the operating system for trades, ServiceTitan offers comprehensive tools that streamline scheduling, dispatch, proposals, quoting, and order history management. With a customer base that spans thousands of businesses, the company has become synonymous with efficiency and reliability in an industry where technological adoption is often met with hesitation.

Since 2018, ServiceTitan has consistently sought to enhance its platform's capabilities, focusing on improving user experience and customer satisfaction. ServiceTitan turned to more advanced data solutions as their needs evolved to better understand user behavior and optimize their product performance.
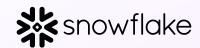
INDUSTRY

SaaS

COMPANY SIZE

Large Enterprise

PARTNERS

snowflake

RESULTS

100+

saved using Fullstory tools

Enhancing platform performance

ServiceTitan leveraged Data Direct to integrate user interaction data directly with Snowflake. This integration allowed product teams to efficiently monitor page performance and user behavior across the platform. For example, by analyzing data from heavily trafficked pages, they identified performance bottlenecks and optimized workflows, which led to faster load times and significantly improved user satisfaction.

"With the integration into Snowflake, we were able to efficiently monitor page performance and user behavior, helping us optimize workflows and deliver a smoother, faster experience for our users."

Streamlining customer support with user insights

Session Replay proved to be crucial for ServiceTitan's customer support team. By allowing support specialists to see what users experienced, Session Replay significantly reduced the time required to diagnose and resolve issues. This improved the support team's efficiency and enhanced the overall user experience.

Driving product innovation

Funnel analysis enabled ServiceTitan's product teams to gain critical insights into user engagement and conversion rates. By tracking user journeys through various features, teams could identify drop-off points and optimize flows to increase feature adoption. This approach allowed ServiceTitan to continually refine its product offerings, ensuring they met the evolving needs of its users.

"Using Fullstory's tools, our product teams gained critical insights into user engagement and conversion rates, enabling us to optimize flows and increase feature adoption."

Fullstory allowed us to have a standardized way of looking at usage across product areas and compare them to one another. It has been invaluable in identifying bottlenecks and optimizing workflows.

Rachel Provost
Manager, Product Intelligence