



CUSTOMER STORY

Rank tackles time-sensitive issues and scores more conversions





ABOUT

Founded in the UK in 1937, Rank has provided some form of entertainment for people around the world for more than eight decades. Originally a leading motion picture company, Rank now runs the largest chain of casinos and bingo venues in the UK. Today, Rank uses Fullstory to achieve an end-to-end view of their user experience, enabling their teams to make conversion-impacting improvements across their digital properties.

INDUSTRY

Gaming

COMPANY SIZE

Enterprise

RESULTS

50%

Percentage of users affected by a browser-based issue that was quickly diagnosed

+90%

Percentage of users who encountered a confusing experience later improved with Fullstory

+70%

Percentage of users who access Rank's mobile properties

Identify and resolve a time-sensitive browser-based promotion error

By nature, sports betting can only take place in a certain window of time leading up to and during a sporting event—so Rank operates promotional campaigns in a very finite time frame. During one major sporting event, the Rank team noticed that their primary promotion, a special sign-up offer, was significantly underperforming. By analyzing user behavior through Fullstory Journeys, the team realized that a particular browser used by 50% of their audience was being affected by a recent change to Apple's security measures, making it impossible for those users to convert. Without Fullstory, Rank would have spent significant time and resources diagnosing this issue.

Uncover and remedy issues behind an under-performing customer recruitment campaign

With Fullstory Heatmaps, Rank noticed some unexpected user behavior on a series of landing pages. Instead of clicking on the large CTA in the middle of the page (the anticipated action), 90% of visitors were clicking on a tiny "login" button in the corner of the page. To understand why users were doing this, Rank turned to Session Replay in Fullstory. They were quickly able to identify two key issues with the landing pages: The CTA in the middle of the page looked more like an image than a button, causing confusion for users; and a popup that displayed on mobile devices (which account for 70% of Rank's users) was blocking everything on the landing page except the tiny login button, so users were tapping it simply because they didn't know what else to do. With this knowledge, Rank was able to redesign the landing pages to make them more navigable for users.

Implement Fullstory without using valuable developer resources

Like at any technology company, developers' time is a precious commodity at Rank. To implement most new software to support business goals, they would need to submit a formal request and make a business case for using dev time. But thanks to Fullstory's easy implementation, Rank could start using it without help from developers—saving time, money, and headaches.



Before Fullstory, we had all these siloed views of the customer experience, but we needed an end-to-end view of how different site and app experiences impact customers. It was immediately clear that Fullstory was what we were looking for—it lets us look at things through the customer's eyes and link their behaviors back to the technology, the design, and the creative decisions that were made. When leadership asks me what percentage of customers are being affected by an issue, I go straight to Fullstory, nowhere else."

David Boothroyd
Head of Operations and Governance,
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