fullstory + bazaarvoice®

CUSTOMER STORY

User-generated content industry leader Bazaarvoice delivers 20% faster response time

bazaarvoice®

ABOUT

Headquartered in Austin, TX, Bazaarvoice is a leading global end-to-end user-generated content (UGC) platform, partnering with over 12,000 brand and retail websites with more than 1.3 billion monthly shoppers and 11 million monthly new reviews, images and Q&A responses. Connecting brands with the voices of their customers, Bazaarvoice uses Fullstory to identify actionable behavioral data insights across the organization.

INDUSTRY

SaaS

COMPANY SIZE

Large Enterprise

PARTNERS

CXperts

RESULTS

21%

Reduction in review response time

3+

Teams using Fullstory for cross-functional collaboration

Drive collaboration across organization with "FullStory Fridays"

Fullstory brings teams across Bazaarvoice—from design to engineering to product—together to understand how users are navigating their product. These shared real-time insights enable the teams to identify, communicate and action issues and opportunities quickly, together. With the help of Fullstory, Bazaarvoice has trained multiple "Observability Champions" across the organization responsible for helping to embed observability and DXI into daily processes and practices.

Access insights never thought possible

Bazaarvoice utilized Fullstory's behavioral data analytics to achieve a 20% reduction in response time to reviews and identify priority accounts for migration to the new platform. Teams across the organization came together to analyze user sessions, share insights, and swiftly address issues and opportunities.

"When we first used the FullStory demo, I said to my manager: 'I don't think this is real,'" said Sorcha. "The insights we could access right out of the box—such as error clicks and Rage Clicks—are metrics I never even imagined we could have without doing any work at all."

With Fullstory Bazaarvoice was able to uncover conversion trends faster, discover pain points and bottlenecks more quickly, and deliver the best customer experience possible.

'The customer is key' is one of our organization's core values. Using Fullstory allows us to be close to that customer and empathize with them—by doing that, we can create the best digital experience for our clients."

Sorcha McNamee,
Technical Program Manager at Bazaarvoice