fullstory + GAP

**CUSTOMER STORY**

# Gap Inc. prioritize fixes and saves valuable time and revenue

# GAP

## Troubleshoot in real time

Within weeks of implementing Fullstory, Gap Inc. launched a high-profile customized shopping experience and were alerted to issues occurring on the site outside of standard business hours.

Using Fullstory's self-serve behavioral data and contextual session insights, Gap Inc. was able to quickly diagnose the problems and prioritize the necessary fixes. With their previous analytics tool, zeroing in on the right data would have required professional support, costing the business valuable time and revenue.

## Quick implementation and robust integrations network

Compared to other analytics tools used or tested by Gap Inc., implementing Fullstory was quick and easy, requiring no custom tagging or manual instrumentation.

Additionally, Fullstory's out-of-the-box integrations allowed Gap Inc. to connect the platform to their existing tech stack in ways that were impossible with their former analytics tool.

For example, Fullstory's integration with Gap Inc.'s customer survey tool enabled Gap Inc. to eliminate a data silo, saving up to 10% of time for the digital operations team to access valuable session information.

## Collect data while maintaining site performance

Site speed has a big impact on Gap Inc.'s overall Net Promoter Score, so they knew they needed a solution that wouldn't slow down the site. Plus, as more and more shoppers shift to mobile, Gap Inc. views site speed as a particularly important consideration.

When they tested Fullstory against other solutions, Gap Inc. found that despite collecting more comprehensive data on users' site interactions, Fullstory had no noticeable effect on the site's performance, whereas others required significantly more bandwidth.

## Empower 200+ team members through instant data access

Based on Gap Inc.'s use case, Fullstory's intuitive UI allows more team members to gain meaningful insights from the platform without external support or extensive training. Gap Inc.'s previous digital experience tool only surfaced session data after the session had ended, which added up to a lot of delayed insights.

Fullstory's real-time session data and simple sharing features allow Gap Inc.'s team to get the information they need instantly and collaborate more efficiently.

*Fullstory enables teams to understand issues faster, resolve customer problems more quickly, and make data-driven decisions when problems arise. Its approachable user interface has led to widespread adoption, and people around the organization are getting intrigued and excited to learn from these Digital Experience Intelligence insights."*

Patrick McBride,
Head of Mission Control (Digital Ops),
Gap. Inc.