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FINANCIAL SERVICES

Build operational resilience and trust across FinServ

Power modern finance with complete web and mobile insight.

Financial institutions face growing challenges: rising support costs, evolving regulations, and increasing customer expectations for secure, seamless digital experiences. With Fullstory, teams can proactively deflect tickets, fortify digital trust, and uncover growth opportunities across every digital touchpoint—all powered by complete behavioral data.

Fullstory captures every interaction across web and mobile, giving teams the visibility they need to understand where users struggle, why issues happen, and how to resolve them. Behavioral data can be unified with your analytics ecosystem—**including Snowflake and BigQuery**—so insights travel where they're needed for faster decisions and stronger outcomes.

Proactively deflect tickets

EMPOWER TEAMS TO:

☑ **Prevent avoidable tickets**

☑ **Detect and resolve friction earlier**

☑ **Protect SLAs during surges**

CHALLENGE

Friction in critical journeys—like failed transfers, verification issues, or mobile login errors—often goes unnoticed until ticket volume spikes. By the time queues grow, customers are frustrated, and teams are reacting instead of preventing.

SOLUTION

Fullstory surfaces behavioral patterns that signal friction before it becomes costly. Teams can monitor essential flows such as onboarding, payments, and account access across channels. Metrics and Alerts reveal trends early, while Page Insights and frustration signals pinpoint where experiences break down.

With complete visibility into user behavior, financial institutions can detect and resolve issues faster—keeping SLAs intact and customers satisfied.

OUTCOME FOCUSED EXAMPLE

A leading bank used Fullstory to identify a recurring mobile app crash affecting logins. With Metrics and session replay, they pinpointed the failing API call and fixed it before ticket volume surged, improving app ratings and reducing support costs.

Finicity

REAL-WORLD WIN

Finicity reduced ticket resolution time by 80% with Fullstory by using session replay to validate claims and cut investigation time.

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Drive loyalty with personalized experiences

EMPOWER TEAMS TO:

✔ **Understand customer intent**

✔ **Deliver personalized journeys**

✔ **Drive loyalty and adoption**

CHALLENGE

Customers expect relevant, secure, and seamless interactions—especially on mobile, where most banking activity now happens. Limited visibility across systems makes it difficult to see where experiences fail and why customers abandon key flows like applications or deposits.

SOLUTION

Fullstory unifies data across web and mobile, helping teams see how customers move through journeys and where intent peaks. StoryAI surfaces patterns behind drop-offs and hesitation, giving teams clear direction to improve completion rates and loyalty. Behavioral insights help financial institutions deliver intuitive and responsive experiences that drive engagement, create cross-sell opportunities, and build lasting relationships without adding complexity.

OUTCOME FOCUSED EXAMPLE

Organizations using Fullstory to refine application and claim flows report higher completion rates and lower support volume. WorldRemit achieved a 7% lift in conversions after gaining full visibility into the acquisition funnel.

DID YOU KNOW:

Banks that increase multi-product adoption can boost profitability per customer by up to 3×. Fullstory's behavioral data helps identify when to surface the right offer, turning everyday interactions into long-term relationships.

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Strengthen digital trust and prevent fraud

EMPOWER TEAMS TO:

✓ **Detect anomalous behavior early**

✓ **Validate claims confidently**

✓ **Protect trust and ensure compliance**

CHALLENGE

Trust is the foundation of every financial relationship. As more customers engage digitally, institutions must ensure security and compliance without creating friction. Fraud tactics evolve quickly, and traditional detection methods often rely on incomplete or delayed data—making it hard to separate legitimate users from malicious activity.

SOLUTION

Fullstory provides a privacy-first, accessible view of every digital interaction. Risk and compliance teams gain clarity into customer experiences and AI-powered summaries surface key behaviors for faster validation, while secure session replay strengthens compliance and speeds investigations. Behavioral data also helps institutions uphold fairness and accessibility so all customers can navigate and complete key journeys successfully.

OUTCOME FOCUSED EXAMPLE

A financial data provider used Fullstory to review sessions tied to disputed transactions. The team confirmed what occurred, identified the root cause, and reduced investigation time by 80%. Faster resolution and clear evidence increased stakeholder confidence in digital processes.

DID YOU KNOW:

Under the UK's Consumer Duty, firms must evidence fair outcomes across digital journeys. Fullstory's privacy-first behavioral data helps demonstrate how customers actually experienced key interactions, supporting compliance and equitable access.

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Whether customers are on desktop or mobile, every interaction is a chance to build trust and deliver value.

Fullstory gives financial institutions a complete, privacy-first view of digital journeys—empowering teams to prevent avoidable tickets, personalize the moments that matter, and validate outcomes with confidence. By connecting behavioral insight to the broader data stack—from BigQuery to Snowflake—organizations can work smarter, act faster, and meet growing expectations for fairness, transparency, and accessibility.

Integrate with your favorite support tools

Plug Fullstory into your tech stack to collaborate with your colleagues on signals of user frustration, issues with site performance, or user confusion demonstrated in session links. Better serve your customers, and better support your team with a killer suite of tools.