

VISIBILITY INTO INTERNAL WORKFLOWS



Fullstory Workforce

Get a complete view of how work *really* gets done—so you can surface hidden friction, pinpoint what to automate, and prove the ROI of every AI investment.



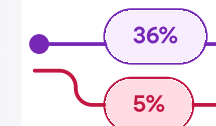
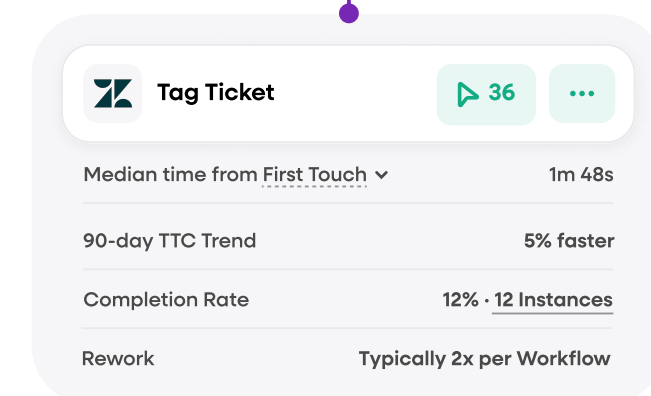
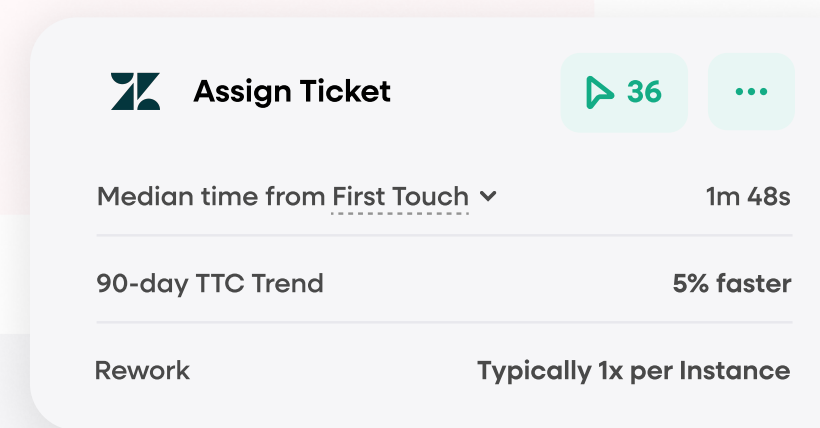
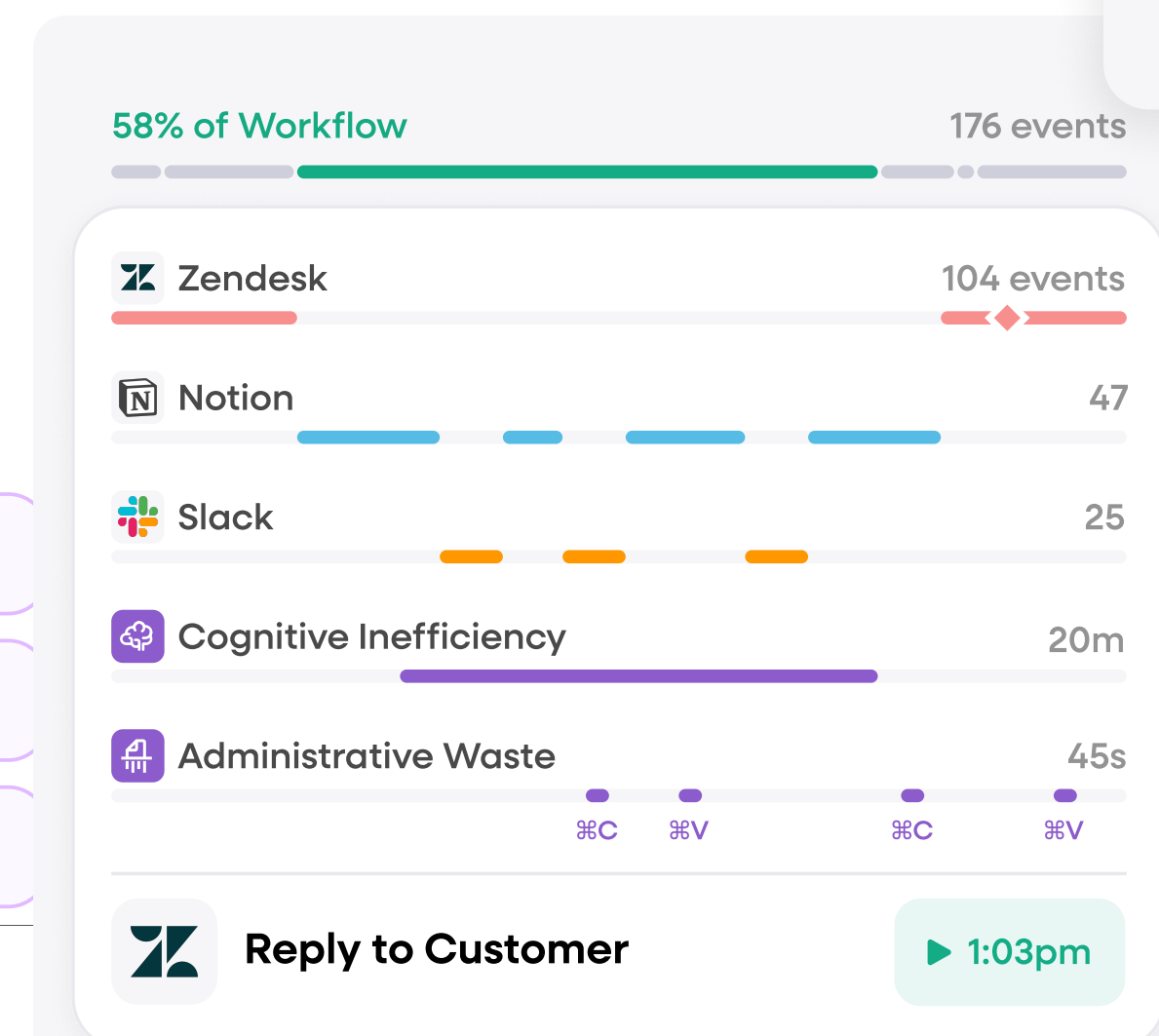
Improve workflows and optimize internal processes

See exactly how work gets done across every tool and teammate. Then fix the friction, automate the repetitive, and prove the impact.

Key Benefits:

- **See the real end-to-end process**
Follow work across every app, tab, and teammate.
- **Easy setup, privacy-first insights**
A simple browser extension provides app inventory without compromising employee trust.
- **Target AI & automation opportunities**
Pinpoint the repetitive tasks primed for AI assistance or full automation.
- **Prove your ROI on AI initiatives**
Measure the true impact of every AI bet.

🕒 Active Time	30m 3s
🕒 Inactive Time	1h 15m
🕒 Elapsed	3d 17h





Complete visibility into how work *actually* gets done, so you can make processes work for your business.

Turn your digital friction into your operational superpower.



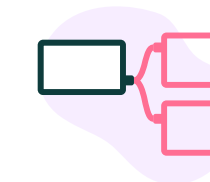
Understand employee experiences

Identify exactly where and why employees struggle across internal tools and digital workflows, so you can remove friction and improve how work gets done.



Target what to automate

See the real end-to-end process across tools and teammates, then connect workflow data via MCP to create strategic automation recommendations.



Actionable AI blueprints

Get specific outlines for implementing AI with a clear before-and-after estimation of the time, cost, and quality impact of every AI and automation investment.

Overview

Methodology

Sales Operations

Customer Support

Measurement & Proof

All Automation Opportunities — Ranked by Impact

8 candidate workflows across 2 teams, ranked by estimated monthly hours saved.

#	PROPOSAL	CANDIDATE WORKFLOW	AUTOMATION LEVEL	HOURS SAVED/MO	PRIMARY TOOLS	DETAILS
1	SALES OPS	CRM field auto-population (enrichment on create)	FULLY AUTOMATED	165	Salesforce, Clearbit	View →
2	SUPPORT	AI response assembly (KB + prior tickets)	AI-ASSISTED	120	Zendesk, Help Center	View →
3	SALES OPS	Outreach/Gong → SFDC activity sync	PROCESS AUTOMATED	110	Outreach, Gong, SFDC	View →
4	SALES OPS	AI Gong call-summary → CRM notes	AI-ASSISTED	70	Gong, SFDC	View →
5	SALES OPS	Report/dashboard push + refresh elimination	PROCESS AUTOMATED	60	Salesforce	View →
6	SUPPORT	Queue auto-triage & smart routing	PROCESS AUTOMATED	55	Zendesk	View →
7	SUPPORT	Ticket field auto-population from email parse	FULLY AUTOMATED	40	Zendesk	View →
8	SUPPORT	Help-center inline answer surfacing	AI-ASSISTED	25	Help Center, Zendesk	View →
2 Teams		Total	8 Workflows	645	9 Tools	

The authority in behavioral data



Established in 2014



3,000+ customers



Customers in 50+ countries



12 patents & 18 pending



8+ trillion events captured & indexed

Trusted and backed by the best

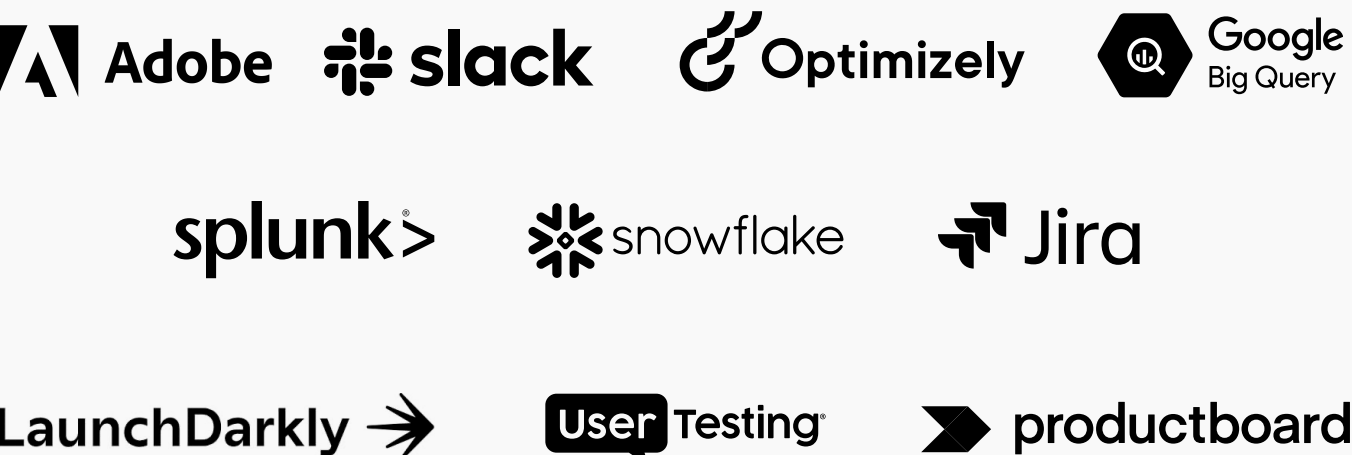
TOP BRANDS



BACKED BY



Integrations that fuel innovation



Privacy isn't just a priority; it's our philosophy



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