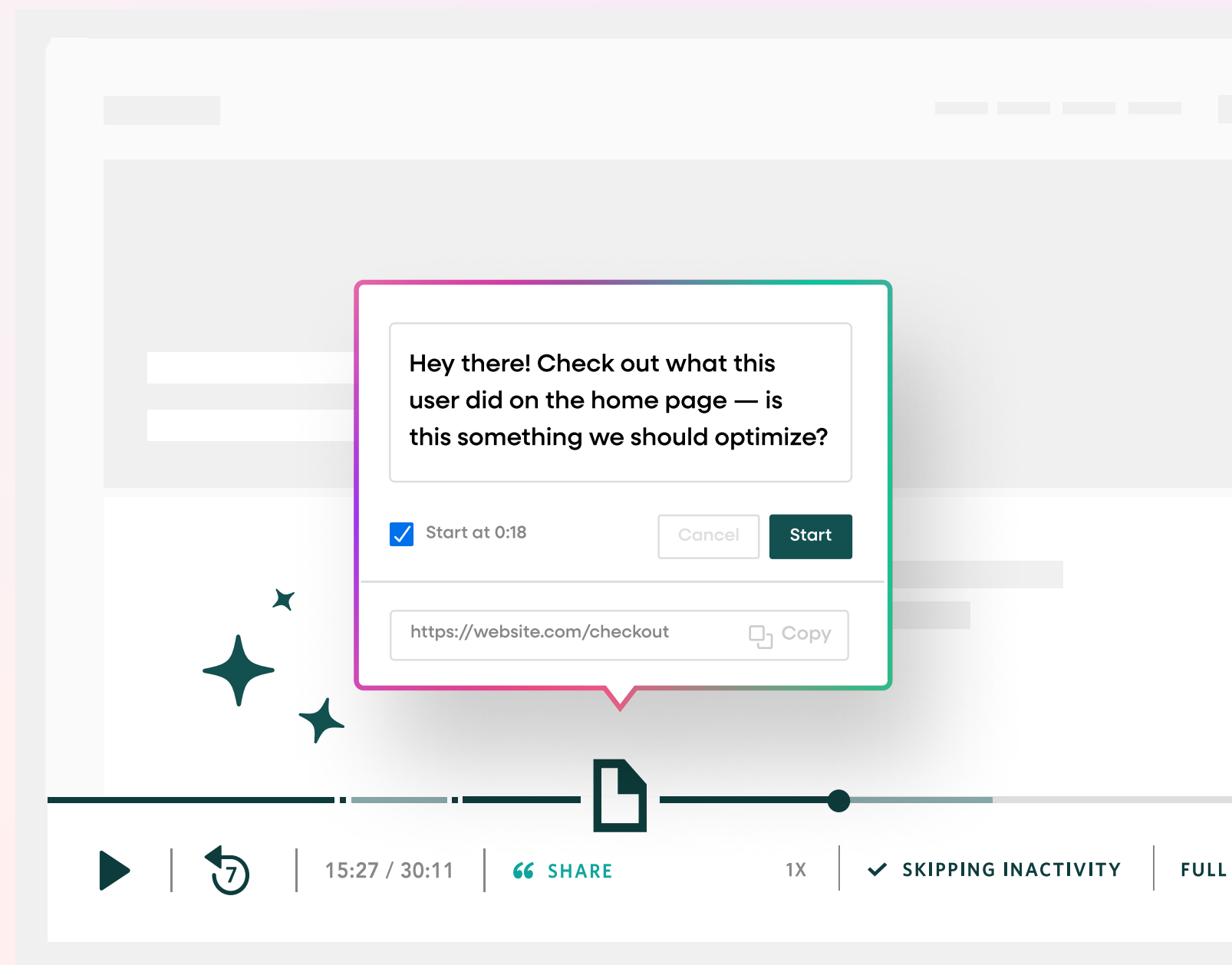


CUSTOMER SUPPORT & CX

Prioritize fixes with behavioral evidence

Engineering needs proof to prioritize work, but support often lacks the data to show scope or impact.



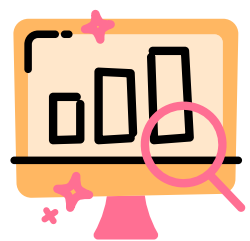
FULLSTORY SOLUTION

Fullstory turns behavioral data into quantified evidence. Metrics and Segments show how widespread an issue is, and session context proves impact. Jira tickets filed directly from Fullstory carry this evidence, helping teams align on what to fix first.

MEANINGFUL OUTCOMES

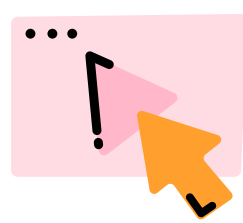
- ✓ **Clear evidence**
- ✓ **Faster fixes**
- ✓ **Stronger alignment**

WHAT WE SOLVE



Scope and size issues

Behavioral data quantifies how many customers are affected.



Evidence for engineering

Replays and Dev Tools details accelerate investigation.



Shared dashboards

Everyone works from the same proof, reducing delay.