fullstory + CINC

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Solving mobile issues can be extremely difficult. With other analytics platforms, we could only get a fraction of the story — but Fullstory makes decision-making easier. We've been able to resolve significant mobile issues in days rather than months, and decrease churn."

Joshua Lowe
Product Manager,
CINC

CINC easily finds and fixes mobile issues and gains context for complex support issues with Fullstory

CINC increases conversions and reduces churn in mobile app experiences with DXI

Emphasizing the importance of a digital experience, CINC employs Fullstory to optimize website and app performance, enabling the provision of valuable information to agents and potential home buyers while ensuring constant connectivity during the home buying process.

Leveraging Fullstory for Mobile App Optimization

By utilizing Funnels to analyze user interactions, CINC successfully addressed friction, resulting in a significant increase in conversions. Moreover, when faced with the lack of iOS metrics for a new widget in one of their apps, Fullstory's Custom Events allowed them to understand user engagement and quantify the return on investment. Fullstory's analytics capabilities proved instrumental in comprehending the impact of critical features that would have been otherwise challenging to assess.

Streamlined Customer Support with Fullstory Insights

Before integrating Fullstory, resolving customer support tickets involved time-consuming back-and-forth interactions with customers and internal teams, becoming a major hurdle. With Fullstory's Session Replay, CINC gained a clear view of user issues, allowing them to provide quicker and more precise solutions. This enhanced support process has improved customer satisfaction and overall operational efficiency.

RESULTS

25%
Reduction in time to resolution for mobile issues

20%
Overall increase in customer satisfaction

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