CUSTOMER STORY

CINC increases conversions and reduces churn in mobile app experiences

Customer Relationship Management (CRM) systems.

From providing useful information and best practices to agents and potential home buyers, to keeping agents and buyers connected throughout the home buying process, the user experience is critical for CINC. And they use Fullstory to keep their website and mobile apps operating at top performance levels. CINC easily finds and fixes mobile issues and gains context for complex support issues with Fullstory.

Resolve mobile friction with insights

CINC owns and operates three mobile apps that are critical to their business—but historically, solving mobile experience issues has required enormous effort from their mobile development team to recreate issues. Since implementing Fullstory for Mobile Apps across its native mobile apps, CINC has gained unprecedented insight into how users are engaging with their app experiences. For example, by using Funnels to analyze user behavior and address friction points, CINC was able to significantly increase conversions.

Unlock mobile insights that aren't available with other solutions

When CINC built and launched a new widget for one of their iOS apps, they were disappointed to find that iOS didn't offer any metrics or tracking for its performance. The CINC team fixed this by setting up Custom Events in Fullstory for the widget elements they wanted to measure, enabling them to understand user engagement and to quantify the return on investment. Without Fullstory's behavioral data analytics, CINC would be unable to understand the impact of this mobile feature.

Streamline cross-team communication and decrease ticket resolution times

Resolving customer support issues can be a challenge, often requiring extensive back-and-forth to understand the exact scenario in which users encountered an issue. Before Fullstory, solving a single support ticket required rounds of discussion with the customer and between internal CINC teams—an enormous time sink. With Fullstory, the ability to view a user's issue through Session Replay significantly increased the number of one-touch resolutions CINC is able to provide to users.

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 by grouping all of our mobile data together in one place. Since implementing Fullstory on our native mobile apps, we've been able to resolve significant mobile issues in days rather than months, and decrease churn associated with frustrating mobile experiences."

Joshua Lowe,
Product Manager, CINC