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CUSTOMER STORY

Casumo enhances player experience and accelerates issue resolution with Fullstory





ABOUT

Founded in 2012 and headquartered in Malta, Casumo is one of Europe's leading online casino and sports betting operators. In the highly regulated gaming industry, innovation and excellence in technology and design are crucial. Casumo's growing portfolio continues to disrupt the gaming industry. With Fullstory, Casumo is debugging and resolving issues in the registration and deposit process more quickly, monitoring UI releases, and continually improving player experiences.

INDUSTRY

Gaming & Entertainment

COMPANY SIZE

Mid-size Enterprise

RESULTS

87%

Reduction in time to resolution

50%

Increase in time to issue detection

3.5hrs

Time saved per issue

Monitor new feature releases in real-time

Casumo operates in a fast-paced, highly competitive market where user experience can directly impact customer retention and revenue. When the company rolled out a significant UI change across multiple markets, it needed to identify and resolve user issues quickly to avoid negative impacts on player engagement. Fullstory's Session Replay and Watched Elements allowed the team to closely monitor user interactions, including specific navigation issues where text elements were incorrectly displaying the "Log-In" CTA. By tracking these issues in real-time, Casumo was able to quickly verify and quantify the impact, reducing the time to resolution from 3-4 hours to just 30 minutes. This swift action helped them maintain a seamless player experience during the release.

Identify & remedy registration drop-offs

A smooth registration process is critical to onboarding new users in the online gaming space. Casumo identified a friction point where users were encountering issues when entering their addresses during the registration process, leading to a significant number of drop-offs. With Fullstory, the team uncovered the exact pain points and implemented changes to improve the process. For example, by moving the country-of-residence selection earlier in the registration journey, they reduced drop-offs. Fullstory's behavioral data allowed them to make data-driven decisions, resulting in a 15% improvement in the issue resolution rate for affected users.

Faster issue detection and resolution processes

Casumo's development team needed a better way to identify and resolve technical issues affecting the user experience. Previously, it could take hours or even days to reproduce certain bugs, especially those related to specific user sessions. By leveraging Fullstory's Dev Tools and Watched Elements, Casumo was able to surface hidden issues more efficiently and open 10 new development tickets per month based on these insights. The improved visibility into user behavior allowed the team to detect problems 50% faster, reducing the average time to resolution by 87%, saving approximately 3.5 hours per issue. This improvement enhanced operational efficiency and contributed to a smoother, more consistent experience for players.



"Fullstory offers us the ability to build dashboards which we specifically use to monitor our releases. These dashboards not only help us ensure that our release was rolled out successfully, but also offer us insights on errors that might come up, or provide us with alerts on certain key metrics"

Dubravko Blaće
Martech and Analytics Lead, Casumo