

fullstory +  CINC

CINC Fixes Mobile App Friction & Reduces Issue Resolution Time from Months to Days with FullStory

CUSTOMER STORY





ABOUT

- **Industry:** SaaS
- **Company Size:** Medium Enterprise
- **Use cases:** Validate Feature Rollout; Prioritize Product Fixes; Contextualize Support Issues

CINC is a leading platform and CRM software for real estate agents, elite real estate teams, and leading mortgage brokers across North America. Their platform allows real estate professionals to stay seamlessly connected to their clients from first introductions to final signatures. 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 digital experience is critical for CINC. And they use FullStory to keep their website and mobile apps operating at top performance levels.

“ Solving mobile issues can be extremely difficult. The amount of detail needed to solve an issue can take a lot back and forth with the customer, and even then it can be a challenge to reproduce. Since implementing FullStory on our Native Mobile apps, we have seen this resolution time go from months to days to fix some of our biggest mobile issues.”



—
Joshua Lowe
Product Manager,
CINC

CINC EASILY FINDS AND FIXES MOBILE ISSUES AND GAINS CONTEXT FOR COMPLEX SUPPORT ISSUES WITH FULLSTORY

USING DATA FROM FULLSTORY TO RESOLVE MOBILE ISSUES QUICKLY

CINC owns and operates three mobile apps that serve real estate agents as well as buyers and renters; the mobile app experience is critical to their business. Historically, however, solving mobile experience issues has been difficult. Understanding and fixing these issues required enormous effort from engineering resources to recreate the problem and—in many cases—continuous back and forth communication with customers. Since implementing FullStory across its native mobile apps, CINC has gained unprecedented insight into how users are engaging with their apps. In some cases, this has helped to reduce mobile resolution time from months to days.

GAINING FULL CONTEXT AROUND CUSTOMER ISSUES TO SPEED TIME TO RESOLUTION

Resolving issues surfaced via customer support can be a challenge. It often requires extensive back and forth between teams and with customers to understand the exact scenario in which they encountered an issue. With FullStory fully incorporated into its customer support organization and process, CINC is able to gain full context around digital issues customers encounter—without having to burden the customer to provide details. Using the FullStory + Zendesk integration, the team is able to resolve customer issues efficiently and has seen customer satisfaction increase and ticket resolution time decrease.

MONITORING NEW FEATURE ADOPTION AND UNDERSTANDING USER BEHAVIOR

Prior to onboarding FullStory, the CINC team relied fully on Google Analytics to monitor the customer journey and pinpoint where drop off occurred. This often led to more questions than answers: Why were users behaving a certain way? What elements, paths, or experiences were causing confusion and friction? Now, with FullStory incorporated into its workflows, the product team can see both quantitative and qualitative information about the customer’s digital experience. They use FullStory to monitor existing experiences as well as new features—to understand adoption and prioritize which improvements to make.

RESULTS

25%

Reduction in time to resolution for mobile issues



“Aha” moments and product improvements

20%

Overall increase in customer satisfaction

SOLUTIONS PARTNER



Results achieved in tandem with FullStory preferred solutions partner, CXperts. CXperts is a consultancy focused solely on improving the experience between customers and brands across their many digital interactions.

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