

 fullstory + *Sendoso*

CUSTOMER STORY

**Sendoso provides  
specialized  
support and  
innovates  
new features**



# Sendoso

## ABOUT

Sendoso, the leading sending platform, is the most effective way for revenue-generating teams to stand out with new ways to engage customers at strategic points throughout their journey. By connecting digital and physical strategies, companies can engage, acquire, and retain customers more easily than ever before. Founded in 2016, Sendoso is trusted by over 500 companies and has a vast global footprint, with a presence in North America, Europe, and Asia Pacific. Sendoso leverages Fullstory data and insights from Session Replay to continually improve the sending experience and drive success for its customers.

## INDUSTRY

SaaS

## COMPANY SIZE

SMB

## RESULTS

# 104 hours

Support team time saved per year

# 20-25%

Of bugs are solved using Fullstory

# 60 mins

Reduction in time to resolution per bug

## Use behavioral data to provide highly tailored customer support

With Fullstory's Session Replay capabilities and nuanced user data, Sendoso is able to provide deeply personalized support for each of their customers. When a user is experiencing an issue with the Sendoso platform, a customer success manager (CSM) can quickly watch the user's session to diagnose and correct the issue, avoiding cumbersome screen sharing and decreasing time to resolution. Sendoso's support team also uses Fullstory data to identify helpful and compelling reasons to contact customers. For example, a CSM can use Fullstory to see that a certain customer hasn't interacted with a particular new feature, and reach out to that customer with useful feature adoption resources.

## Understand user issues before involving engineers

When a user experiences a problem, the Sendoso product team can quickly watch the corresponding session in Fullstory to understand if the problem is an actual bug or simply the result of user error. This allows the product team to ensure they aren't passing issues to the engineering team that aren't really bugs, and therefore don't need engineering input. By filtering the tickets that are passed on to engineering, Sendoso is able to save costly time and streamline the issue resolution process.

## Identify innovative new features to build by watching sessions

Like many teams, Sendoso uses Fullstory Session Replay as a tool for identifying and prioritizing new features to build for their platform. While customer feedback on features is insightful for this purpose, the Sendoso team has found that customers frequently have ideas for changes to existing features, but don't often ask for brand new features. By watching actual user sessions, the Sendoso team is able to see exactly how customers use the platform, where they get stuck, where they drop out, and when a feature doesn't quite do what the customer wants. These qualitative user insights enable the Sendoso team to dream up helpful new features that customers don't even realize they need.



*Fullstory lets us look at user behavior both individually and holistically across all of our users. We can also use Fullstory to easily see when something like a simple UX issue is causing a lot of confusion, which is a gold mine of information for taking our user experience to the next level."*

Kelly Hoover  
Senior Product Manager, Sendoso