



INDUSTRY

Financial Services

COMPANY SIZE

SMB

USE CASES

Product analytics, Customer behavior insights



One of the *greatest* advantages of Fullstory is that it lets us verify the data we're seeing with actual *sessions*, where with other solutions we didn't have assurance the numbers are good. Fullstory goes from very macro-level analyses all the way down to individual interactions, so you can get a clear, complete picture."



Christiaan Johnson
Director Of Product Design
Finicity

Finicity improves fraud detection process and data collection best practices with Fullstory

Manage sensitive data seamlessly with Private by Default

Finicity's commitment to data privacy and security is met with Fullstory's robust privacy controls. Unlike other analytics tools that capture all user text input, Fullstory's Private by Default setting selectively records only allowlisted text, minimizing the risk of collecting unnecessary or sensitive user data. This feature proves essential in maintaining a secure environment for their B2B open banking platform, safeguarding sensitive information while offering a seamless experience to end-users.

Assess customer health at-a-glance with Fullstory Dashboards

Initially adopted as a session replay tool, Fullstory quickly became integral to Finicity's broader data analysis needs for enhancing user experience. By focusing their analytics efforts on Fullstory, Finicity gains comprehensive insights within a single platform, enabling them to better understand user interactions and make data-driven improvements. Moreover, Fullstory Dashboards facilitate at-a-glance health checks for customer accounts, providing valuable information on friction points, funnel progressions, and financial institution connections. Additionally, Fullstory aids in fraud detection, helping Finicity identify false positives and create a more secure and successful user experience within their fintech service.

RESULTS

15%

Estimated increase in funnel conversions

80%

Reduction in ticket resolution time

54

Bugs identified and solved more quickly with Fullstory

[Read more at Fullstory.com](#) →