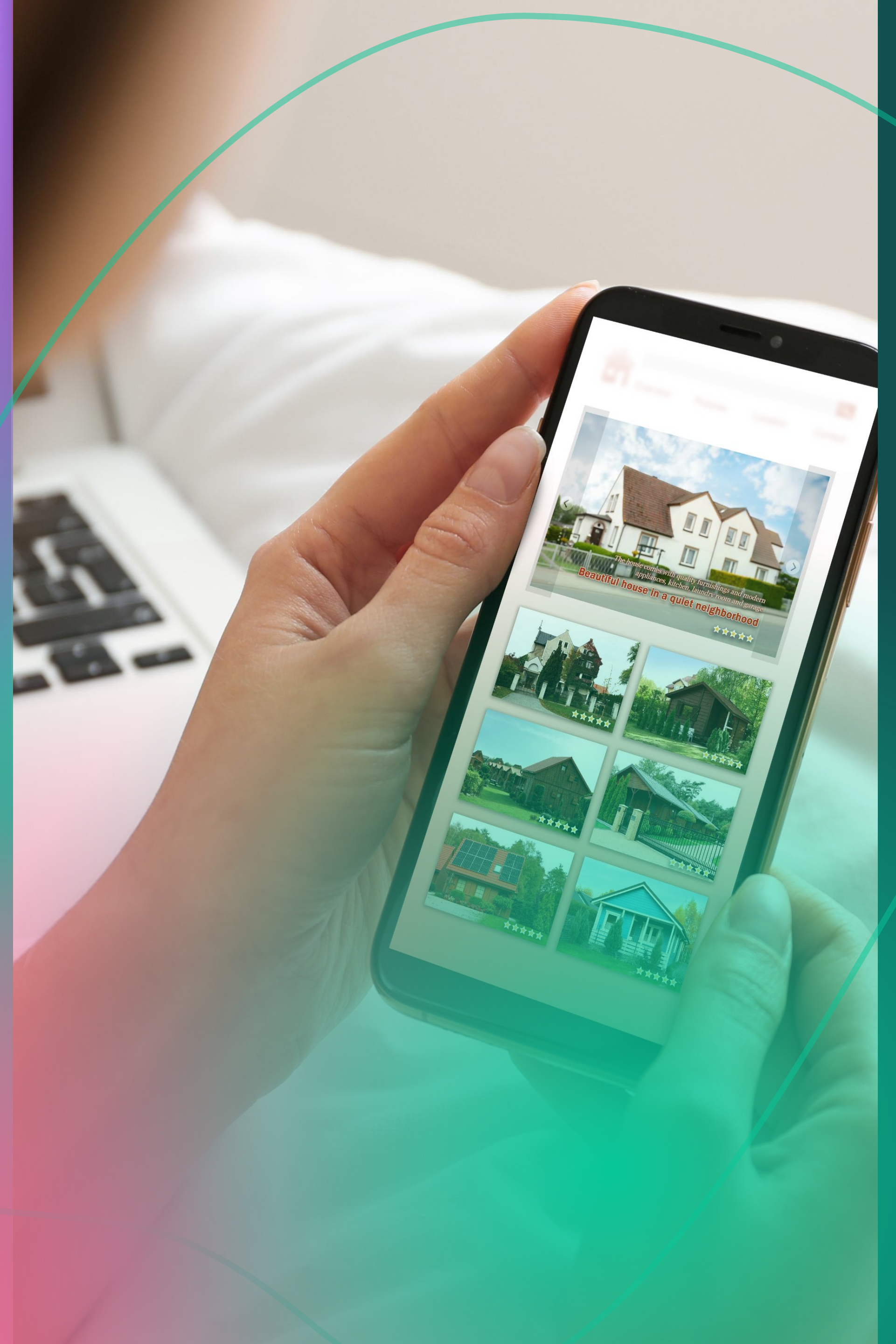


fullstory + Wahhi

CUSTOMER STORY

How house-hunting app Wahhi doubled conversions with improved user journeys



Wahi

ABOUT

Wahi, a Canadian real estate platform, is reimagining the home-buying process. By providing home buyers with realtor-level data and offering cash-back incentives, Wahi gives users the tools to make informed decisions while giving them money back in their pockets. With a healthy amount of monthly active users, Wahi's goal is simple: give users the information they need to feel in control, all while providing a seamless experience for anyone navigating the real estate market.

INDUSTRY

SaaS

COMPANY SIZE

SMB

RESULTS

100%

Increase in conversion rate YoY

48 hours

Median time to bug resolution

Turning drop-offs into conversions

Wahi's lead generation process is critical, but users were dropping off at key points. Using Fullstory's [Session Replay](#) and [behavioral data](#), Wahi mapped the entire user journey and quickly uncovered several issues. One major problem was users abandoning chat conversations due to bot errors triggered by fast typing. This was a simple fix, but one that was costing Wahi valuable leads. Another issue was mobile users struggling to complete forms because the native keyboard covered key fields, including the submit button. The Wahi team, now backed by Fullstory insights, redesigned the form layout and added multi-select options, making the process smoother and boosting form completion rates. Addressing these pain points contributed to Wahi doubling their conversion rate from visitor to lead, transforming drop-offs into conversions.

Streamlining chat for better conversations

Chat is a powerful tool for engaging users—when it works. Wahi learned that users were frustrated and leaving the chat because of a bot error. When users typed their messages too quickly, the bot would trigger an error, and the conversation would fail before it even started. By adjusting the chat flow to handle different user typing speeds and making it easier to share listing links within the chat, Wahi significantly improved the user experience. The result? Fewer users were dropping off, and chat completion rates increased—making this small change a big win.

Optimizing search autocomplete for smoother experiences

Search autocomplete is one of the most important features on Wahi's platform, and through [autocapture](#) and Session Replay, they discovered users were struggling with it. Many were starting searches but failing to find the results they needed due to incorrect prioritization and mishandling abbreviations like "apt." and "ave." By refining the search autocomplete logic and improving how abbreviations were handled, Wahi made it easier for users to search and address to find the listings they were looking for. This small but crucial change led to a better search experience and higher user satisfaction.

Rethinking the "Find a Realtor" experience

Wahi's "Find a Realtor" feature was meant to help users connect with the perfect realtor for their needs, but many were dropping off right before the final step. It turns out users weren't comfortable sharing their phone numbers. To fix this, Wahi made a simple but impactful change—offering more upfront information about the credentials and experience of the realtors they were able to match users with in their network. This helped users feel more confident about moving forward, significantly decreasing the drop-off rate. The redesign made the whole process smoother and led to higher completion rates.



We knew the limitations of other platforms when it came to understanding the nuances of user behavior. Fullstory was a no-brainer—it allowed us to see exactly where our users were struggling and, more importantly, why.

Simon Trudeau, Head of Analytics & Optimization at Wahi